MAD® SPECIAL

NUMBER TWENTY-TWO

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34080

Permission To Live Together

without going through all that nuisance of obtaining a

MARRIAGE LICENSE

is herewith granted to

YOUR NAME! and YOUR FRIEND'S NAME!

The devoted couple named above is counseled to strive for eternal happiness by (one) never speaking a harsh word to one another, (two) never failing to share the burdens of life as they grow old together, and (three) never using indelible ink to fill out this certificate because that would inevitably create a helluva problem when they split up and try to erase one of the names.

Reverend Moon
Pro Bono Publico

ANOTHER MAD FILE-AND-FORGET CERTIFICATE

FEATURING 16 8″ x 10″ DIPLOMAS CERTIFICATES AND OTHER MAD AWARDS READY FOR FRAMING

The Royal and Ancient O
Confers Its Coveted A

THE MESSIES
OF 197
Upon

YOUR NAME GOES HER

LET IT BE OFFICIALLY KNOWN TO ALL THOSE
CERTIFICATE AMONG THE ACCUMULATED TRASH
NAMED ABOVE THAT THIS ROOM HAS ACHIEVED
ON EVERY TEST OF NEATNESS. LET IT BE FURTHE
OF LITTER IN THIS DISGUSTING HOVEL IS GUARA
THE FOLLOWING BURIED ITEMS: APPLE PEELING
A FAMILY OF DEAD HAMSTERS; HALF A PAIR
MUSHROOM CROP SPROUTING FROM A FIELD OF
AND SOMETHING WITH BIG RED EYES THAT ONLY

ANOTHER MAD WASTE PAPER AWARD

LEGION OF SKATEBOARD HEROISM

PRESENTED TO

YOUR NAME GOES HERE!

THIS TRIBUTE SHALL FOREVER HONOR THE ABOVE NAMED INDIVIDUAL FOR HIS TOTAL DEDICATION TO THE GREAT AMERICAN SKATEBOARDING FAD.

DESPITE SUFFERING NUMEROUS PAINFUL INJURIES IN HIS PURSUIT OF EXCELLENCE THE RECIPIENT OF THIS CERTIFICATE OF VALOR HAS CONTINUED TO WORK OUT ON THE SKATEBOARD WITH MATCHLESS DISPLAY OF UNDAUNTED COURAGE, DOGGED PERSISTENCE AND STRONG SUICIDAL TENDENCIES.

"Sticks and stones may break your bones, but for a sure fracture, try cruising down a steep hill into a gravel driveway!"
—Shakespeare, Sonnet LXVIII

Leonhard Hoegelmeier
Vice Chancellor

ANOTHER MAD DUBIOUS DOCUMENT

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A MOVING JUNGLE TALE

WRITER: DON EDWING ARTIST: JACK DAVIS

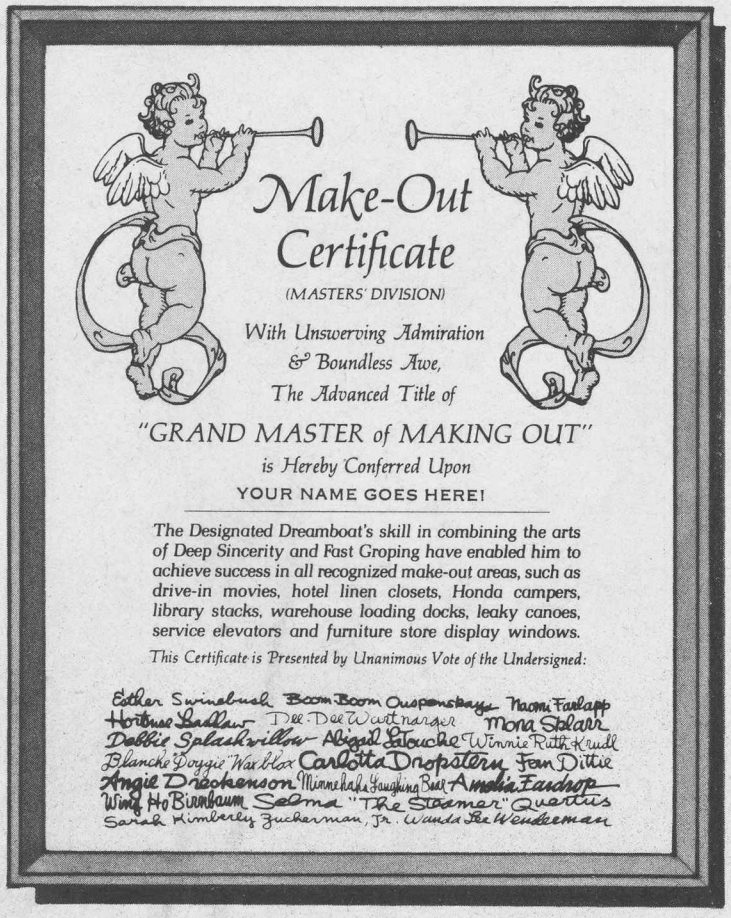
MAD SPECIAL NUMBER TWENTY-TWO

"Flattery is the art of telling someone exactly what he thinks of himself!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots



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MAD DIPLOMAS WRITTEN BY TOM KOCH

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**Various Places Around The Magazine

MONKEY BIG BUSINESS DEPT.

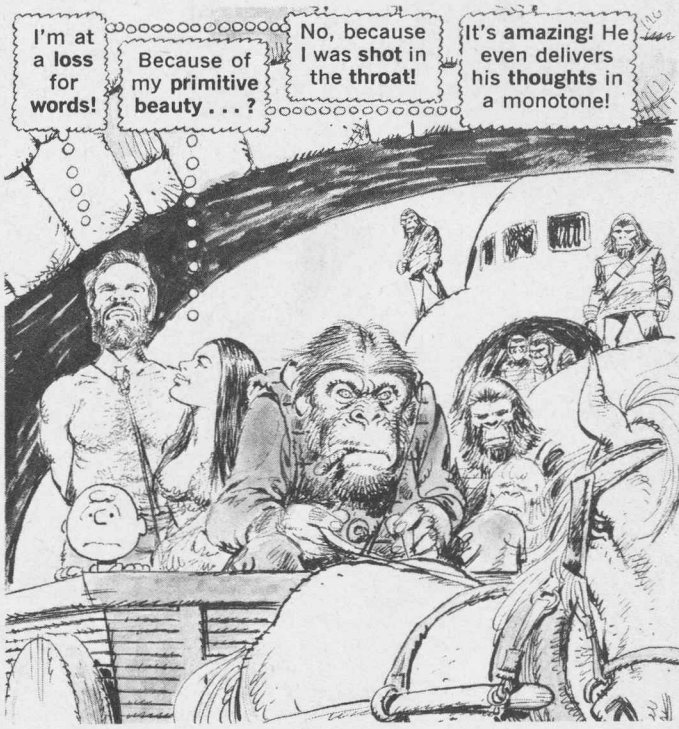
There's a wise old expression that goes: "Leave well enough alone!" It seems that everyone in the world has heard the expression except a certain movie studio that gave us a brilliant science-fiction epic a few years back . . . and then proceeded to give us sequel after sequel, each one more tiresome and boring than its predecessor. And it doesn't look like there's any end in sight, because we hear they've got at least two more sequels planned. Well, we think they should put a stop to this monkey business! Yep, it's time they quit

THE MI PLANET

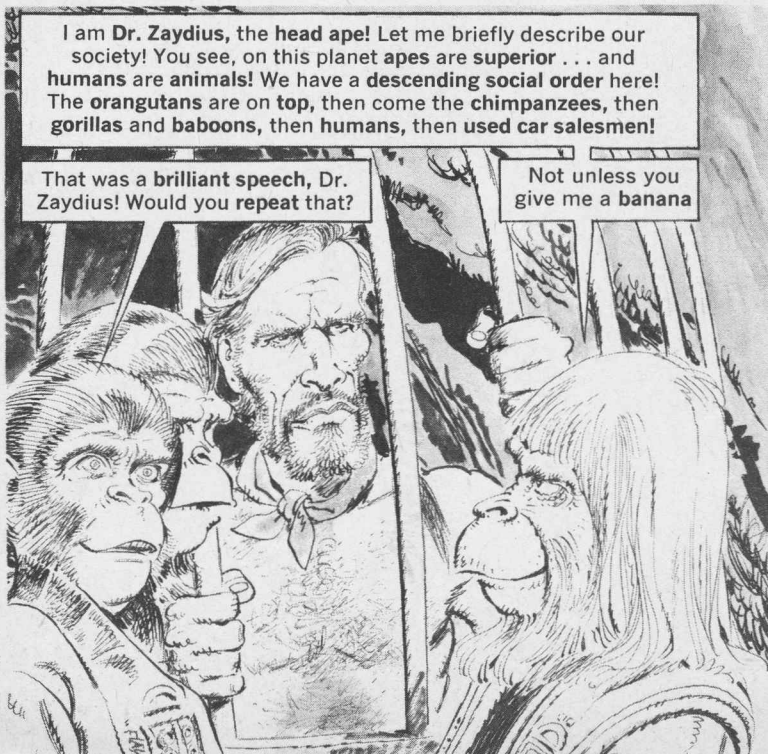
FIRST CAME THE ORIGINAL...

LKING OF THE THAT WENT APE

"THE PLANET THAT WENT APE"



ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN



Tyler has **escaped!** He's in our **Museum Of The Humans!**

And his throat wound is **all healed!** He's about to utter his **first words!**

LET MY PEOPLE GO!!

Boy! Once he gets hold of a **hot expression,** he doesn't **let up,** does he?!

THE MUGGER

THE SWINGER

THE GOLFER

Order! Order! Order in the **Court!**

Shouldn't that be **"Odor** in the **Court!"?!**

I'm suddenly sorry you **got** your voice back!

Well, you have to admit it does get **pretty gamey** here on **The Planet That Went Ape!**

You're **lucky!** If your ship had gone three million miles **further,** you'd have landed on **The Planet Of The Diseased Buffaloes!**

I hereby order this trial to **begin,** and that it be conducted under **Ape Law Number 77-K22!**

What law is **that?**

That if you try anything **funny,** the Sergeant At Arms will hit you over the head with a **coconut!**

This trial is **unfair!** I don't want **APES** judging me! I want a jury of my **peers . . .** my **equals!**

Please! Don't be **ridiculous!** Where are we going to find **12 millionaire blond actors** who speak in a **monotone?!**

Okay, we've **escaped** and taken you as our **hostage,** Dr. Zaydius! Now, **tell us where we are!**

This is **"The Forbidden Zone!"** A **strange civilization** once lived here!

Look! A **human DOLL!** It says **"Mama"** and **"Papa"!**

Yecch! It also does a few **other** things! Not only was this civiliza-tion **strange,** it was **warped!!**

Well . . . it's the end of a **long** and **tiring journey!** Goodbye, Zora . . . and thanks!

Uh—I'm **Carnelius!** Zora's **over there!**

I TOLD you it was a long and tiring journey! Besides—**go tell apes apart!**

How did it **feel . . .** kissing an ape?

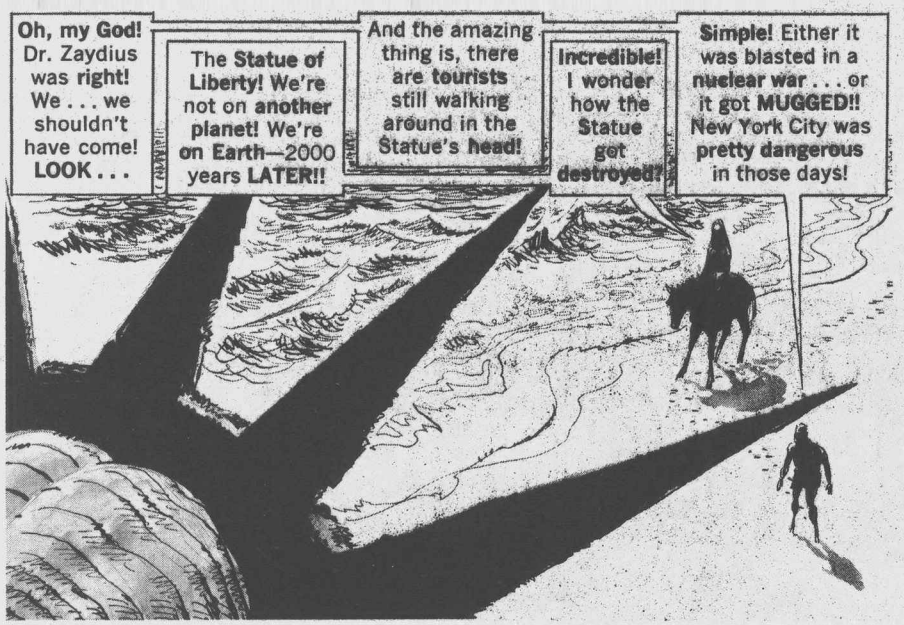
Not bad! It's just a shame they never heard of **"Certs"!**

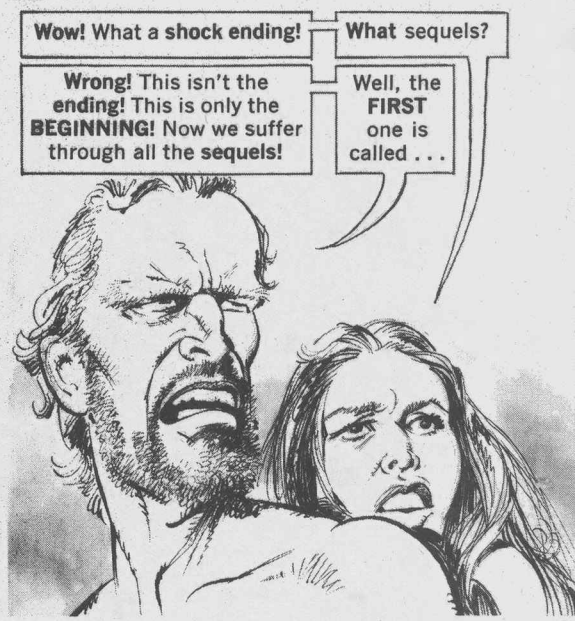
Where will you go from **here,** Tyler?

Nono and I will head down to the **beach** to look for a **taxi . . .** an **exit sign . . . ANYTHING** to get us off this **nutty planet!**

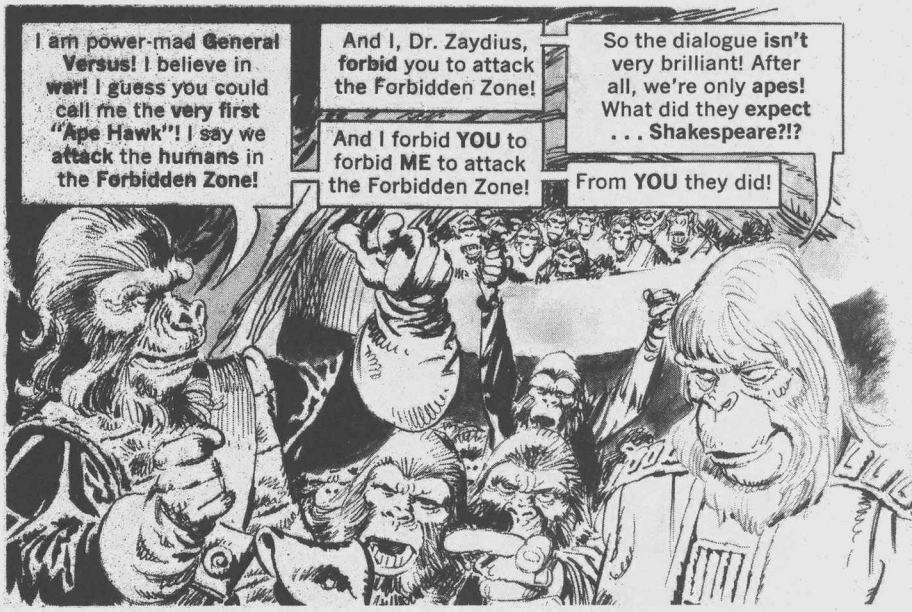
No! **No!** I **warn** you! **Don't** go down to the **shore** area! You **won't like** what you **see!!**

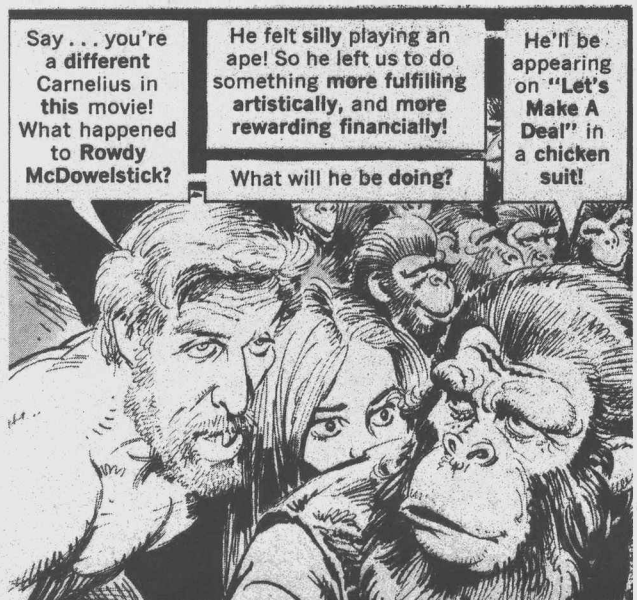
You **forget,** Dr. Zaydius—I'm from **Earth!** I've seen **seven oil slicks** off Santa Barbara, **thousands of dead fish** off Miami and **millions of pickles** off Coney Island! **Nothing** scares **me** any more!





"UNDERNEATH THE PLANET THAT WENT APE"





We are the **humans** who **live** here in the Forbidden Zone! You have stumbled into our **Cathedral**—our **Temple**—where we worship the mighty **NUCLEAR BOMB!** The **Bomb** is our **God!!**

Boy . . . I sure hope I'm not here for your **HIGH HOLY DAYS Services!**

We are **mutants** whose **faces** have been **destroyed** by the radiation from **nuclear war!**

There! We took off our **masks!**

Now, **you** take off **your mask!**

But I'm not **wearing** a mask!!

C'mon! Quit kidding! **No one** can show such a **limited range** of **expression** and **emotion** with a **REAL face!**

Wait! Stop! Why are we **fighting,** Brunt? I thought we were **old friends!**

We **are!** But through **thought-tranference** and **hypnosis,** that **Inquisitor** is making us **hate** each other—and **all** human beings!

You're **right!** I was always a **Liberal!** But now, for the first time in my life, I'm **ANTI-busing!**

Look! The apes are attacking the **Temple!** They want the **Doomsday Bomb!**

I . . . I can't **take** any more! I've had it up to **here** with allegory, fantasy and social comment! I'm going to **press these buttons** and **END IT ALL!!**

You're going to **activate** the **Doomsday Bomb?!?**

No, I'm going to call my **Agent!** He's got to get me **out** of this **idiotic series!**

You mean there's gonna be **another sequel?!?**

Yes, and anyone **surviving** on this planet is **in it!**

Here! Let **ME detonate** that **blessed Bomb!**

In case anyone's **interested,** the **next** sequel is called . . .

"ESCAPING FROM THE PLANET THAT WENT APE"

It's an **alien spacecraft!** It **just landed here** . . . off the coast of **California!**

How **convenient!** With this next sequel located **right at home,** and **no fantastic sets** to worry about, 20th Century Farce will **really** rake in the ol' profits!

I'm going **crazy** keeping track of the **role-changes!** Who plays Carnelius **this** time?

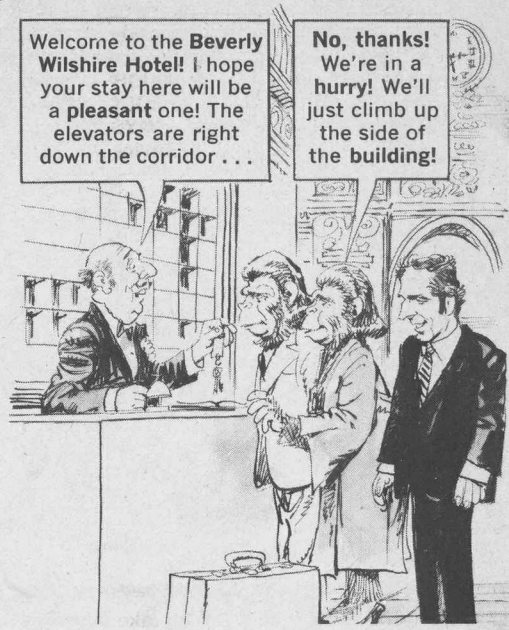
Good news, folks! I'm **back!!**

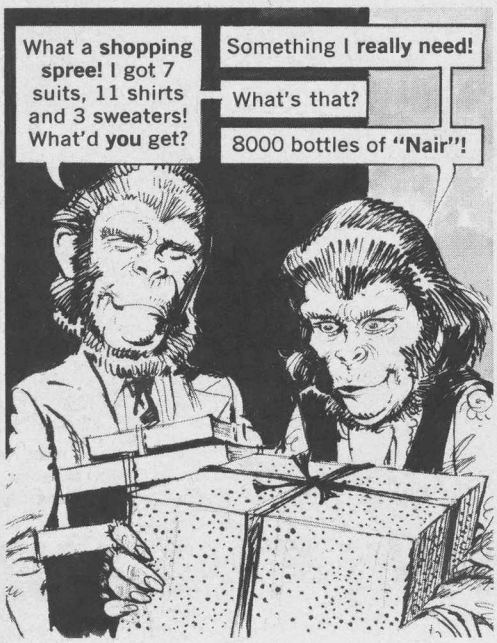
Rowdy McDowelstick! It's **YOU!!**

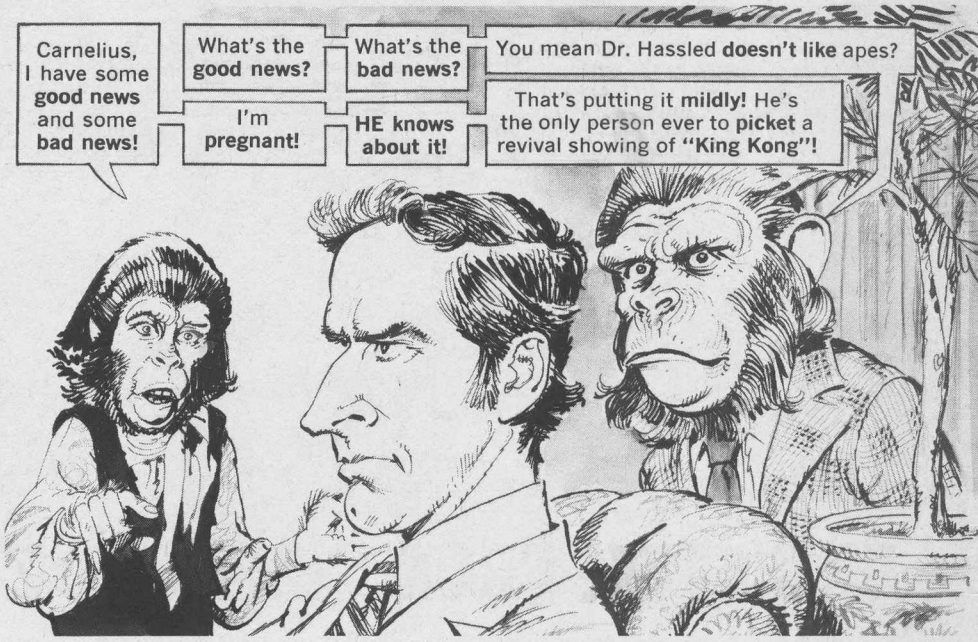
Yes! My Agent advised me to take this **role** again because he doesn't want the public to **forget my face!**

I'm **Sal Moneyo!** And **MY** Agent advised me to take **THIS** role because he wants the public to **REMEMBER** mine!!

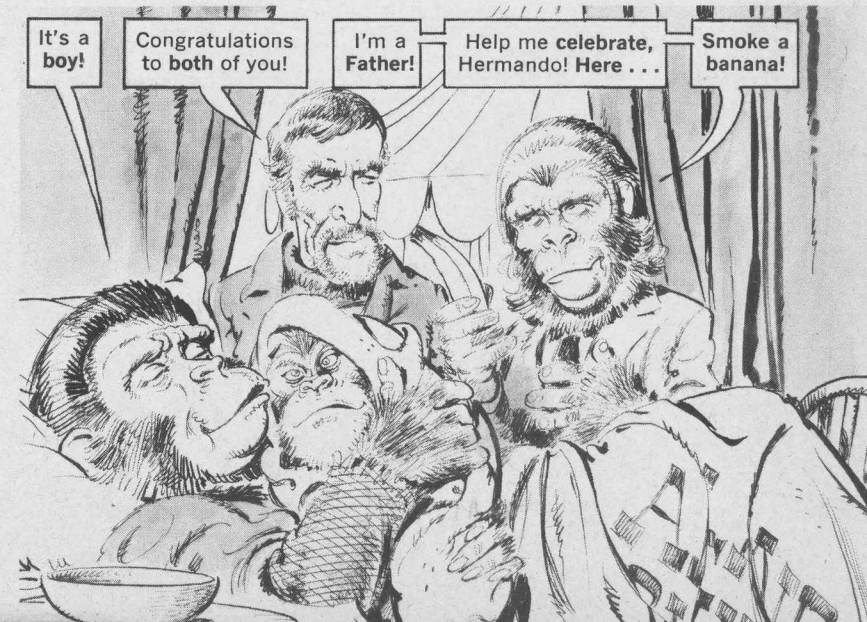
This Ape Press Conference will now begin! First question—
What ever happened to Sal Moneyo? He only had a ten-minute part!
Which was probably five minutes too long!
It's amazing! Not only do these chimps TALK, but they're also very amusing!
They're so delightful and witty! What should we DO with them?
I'm personally torn! I don't know whether to put them on The Johnny Carson Show— or execute them!

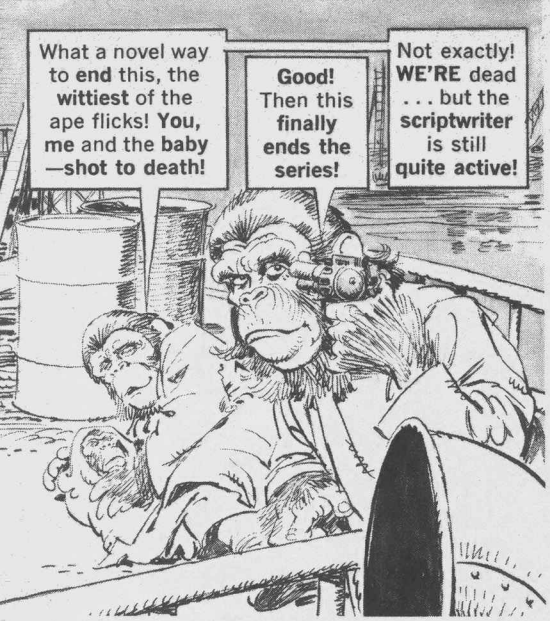

Welcome to the Beverly Wilshire Hotel! I hope your stay here will be a pleasant one! The elevators are right down the corridor . . .
No, thanks! We're in a hurry! We'll just climb up the side of the building!

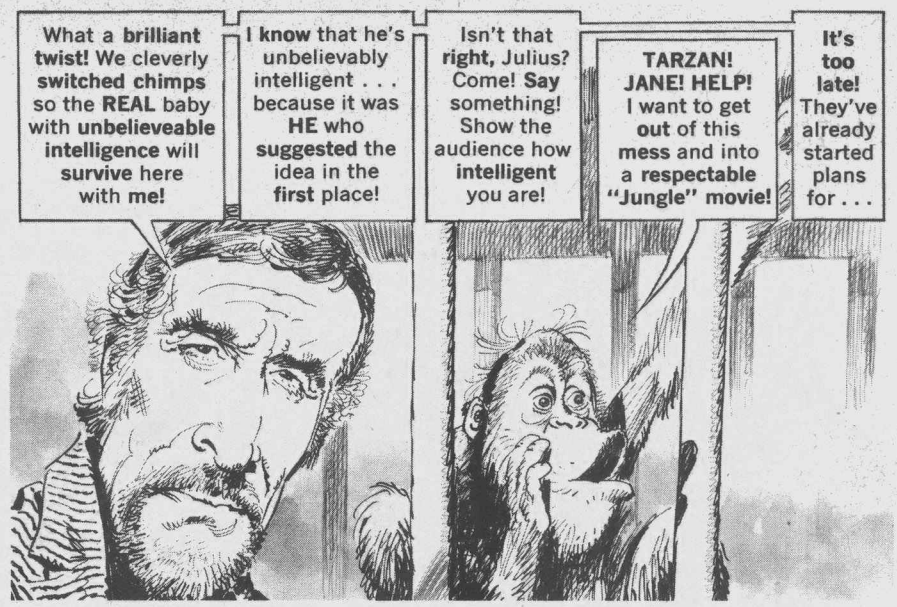

What a shopping spree! I got 7 suits, 11 shirts and 3 sweaters! What'd you get?
Something I really need!
What's that?
8000 bottles of "Nair"!


Carnelius, I have some good news and some bad news!
What's the good news?
I'm pregnant!
What's the bad news?
HE knows about it!
You mean Dr. Hassled doesn't like apes?
That's putting it mildly! He's the only person ever to picket a revival showing of "King Kong"!

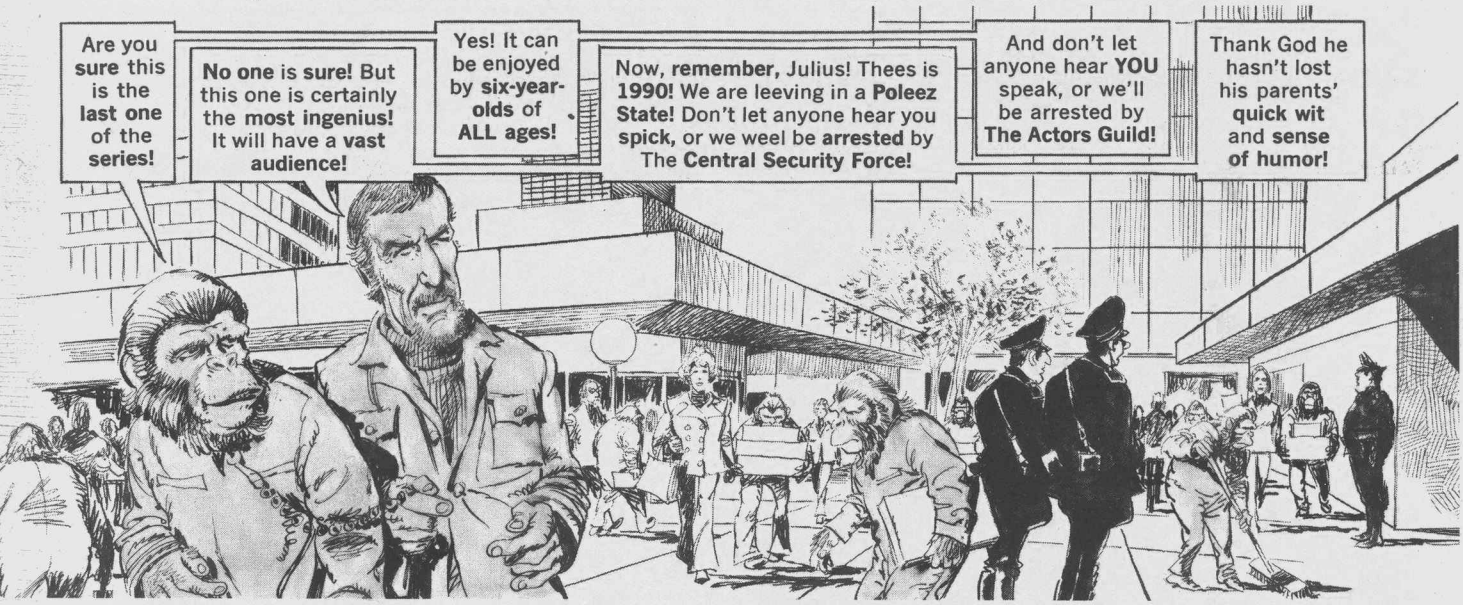
Oh, kindly circus owner! We are being chased by cruel humans who want to destroy our unborn child! Can we hide out here?
Sure! Hide any place but near the Hyena cage! You two are so witty that his laughter will keep me up all night!

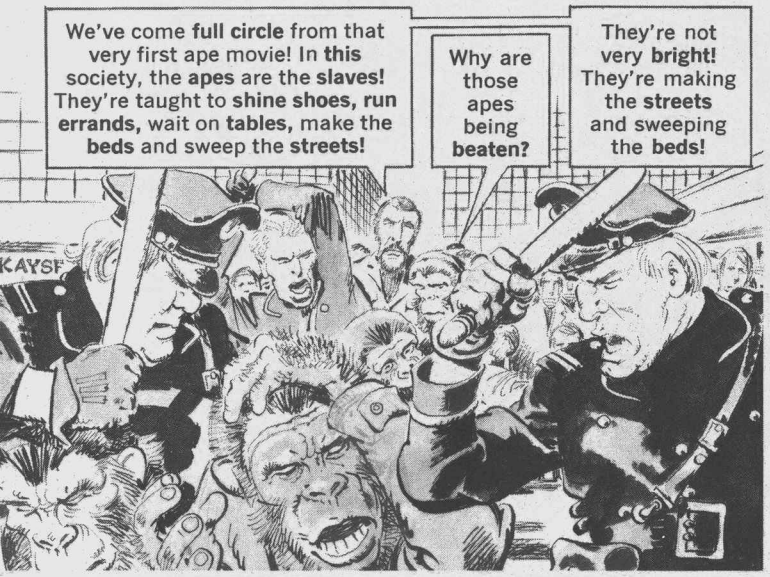

It's a boy!
Congratulations to both of you!
I'm a Father!
Help me celebrate, Hermando! Here . . .
Smoke a banana!





"CONQUERING THE PLANET THAT WENT APE"





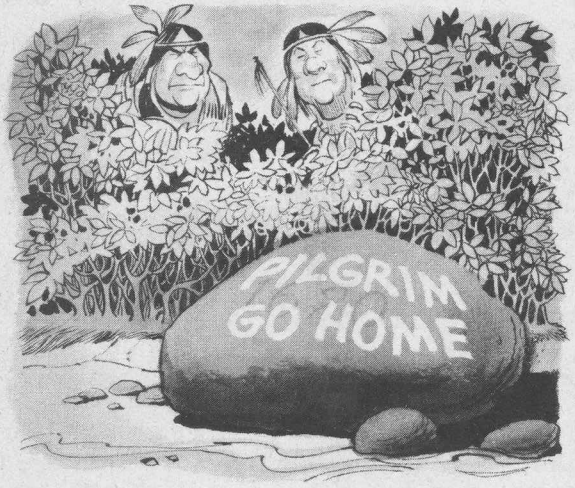
Hold it! WHAT DID THAT APE SAY?!?
Uh—don't be silly! Apes can't speak!
I'm positive I heard that ape speak!
Impossible! Apes do not have the power of speech!
Then how come I heard sound coming from his mouth?!?
Because THAT ape is a ventriloquist!
We suspect you are hiding an intelligent ape that escaped as an infant 20 years ago!
It's not true! Besides, why all this fuss about a talking ape?
Because an intelligent, talking ape could lead the other apes out of their slavery . . . and we must perpetuate slavery! We have always needed slaves, and we always will!
Ever get the feeling you're in the wrong movie!?
APE MANAGE
We are going to torture you to prove that you are THE talking ape! We have the voltage set on 500! Now, TALK!!
Stubborn, eh, Julius! All right, we'll push the voltage up to 600! Now, TALK!
Okay, it's your last chance! If you DON'T talk, we'll put you into the FIFTH "Planet That Went Ape" sequel!
Four score and seven years ago, our forefathers brought upon this continent a new nation, conceived in . . .
TORTURE COMPUTER
CONTROL
PAT. PENDING
0719826
4353210
BY MATTEL
LOW MED HIGH
Of all the apes in the 4 movies so far, you are easily the stupidest! So if I'm going to lead you in a revolt against the humans, you are going to have to follow my advice and not embarrass me! Like from now on, when you put on your shoes and socks, DON'T do it in that order!
Look! The apes are revolting!
Well, let's say they're a bit tacky!
No, they're rioting, looting and burning! Gee, when I trained for Gorilla Warfare, I never dreamed I'd really get to use it!
They don't stand a chance! We've got sophisticated weapons, electronic computers, and an army of 8000 men!!
But Julius is brilliant! He has an arsenal of weapons that just might destroy us!
WHAT weapons!
He's got 8000 banana peels!
Well, Julius, your banana peel trick worked! You've won! Now that you've taken over, what are your plans?
It beats me! I'm not THAT intelligent! I won't know myself until the sequel!

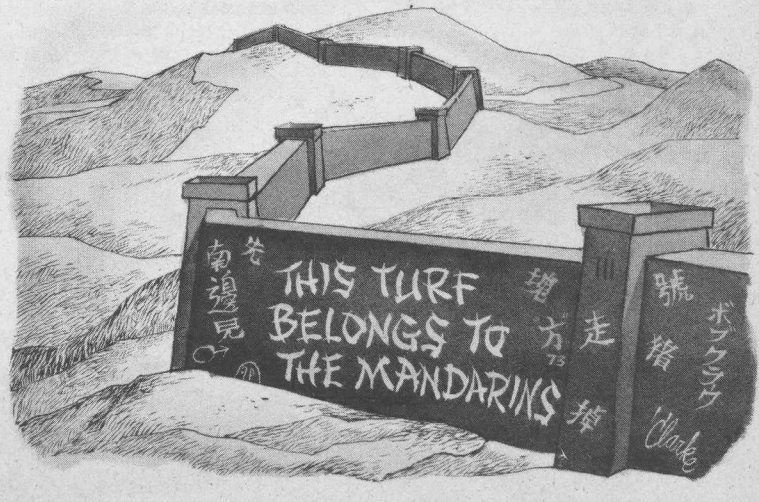
MARKING TIME DEPT.

AND NOW, FOR YOU NOSTALGIA FANS, A LOOK BACK AT

GRAFFITI

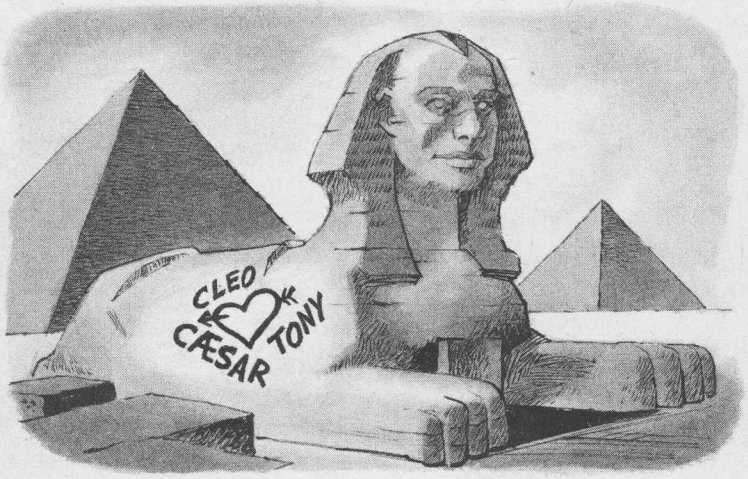
ARTIST: BOB CLARKE WRITER: PAUL PETER PORGES

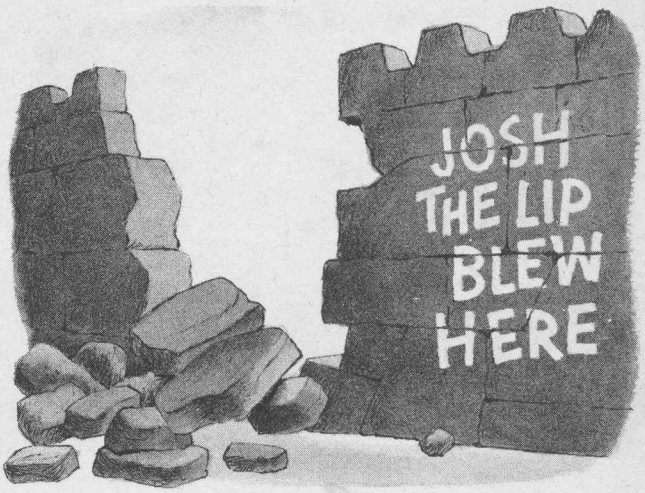


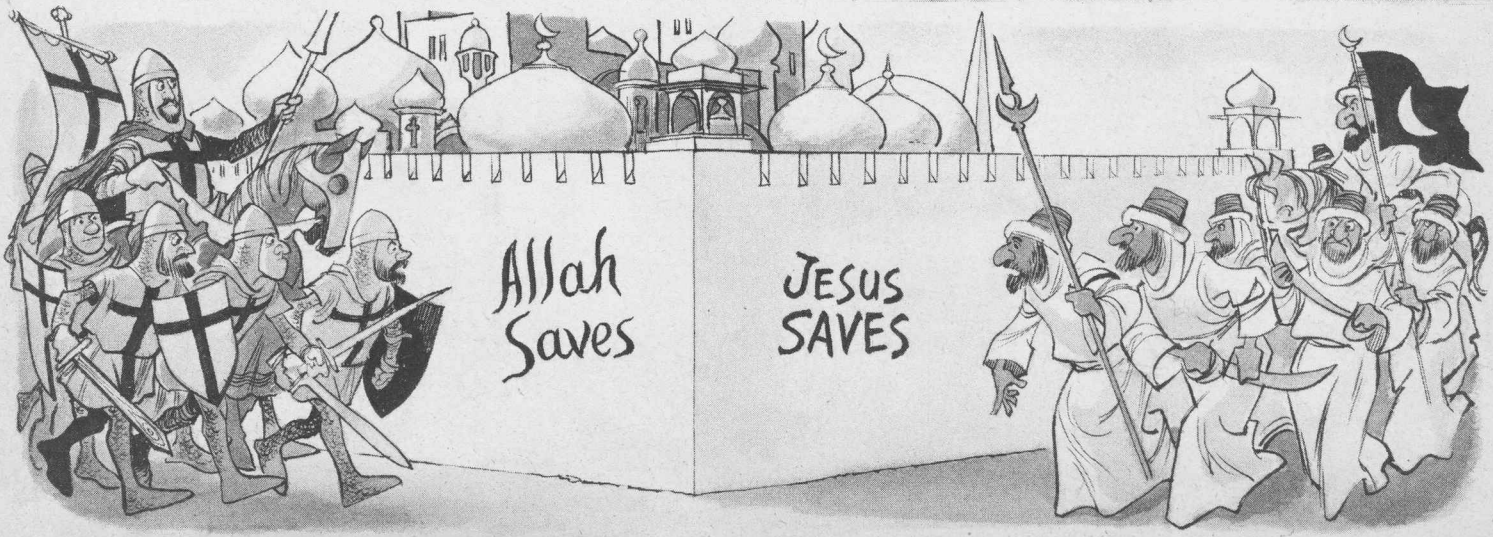


THE OLD DAYS WHEN THINGS WERE A LOT DIFFERENT!

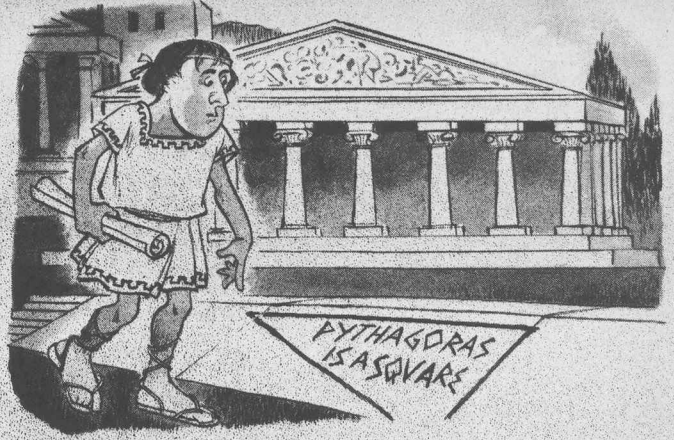
THROUGH HISTORY



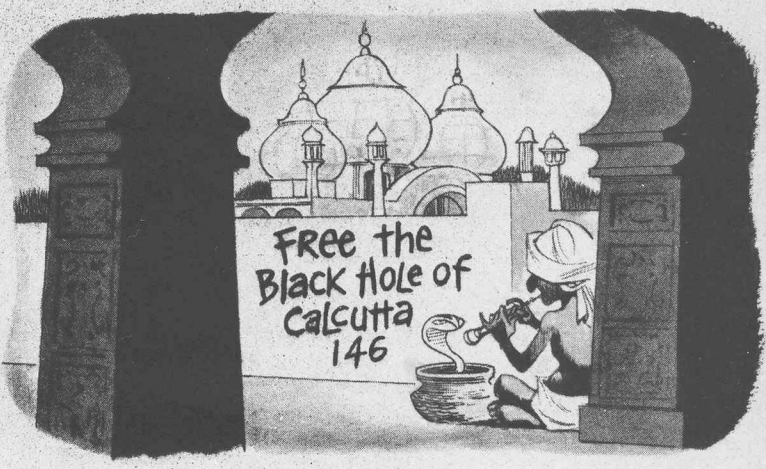




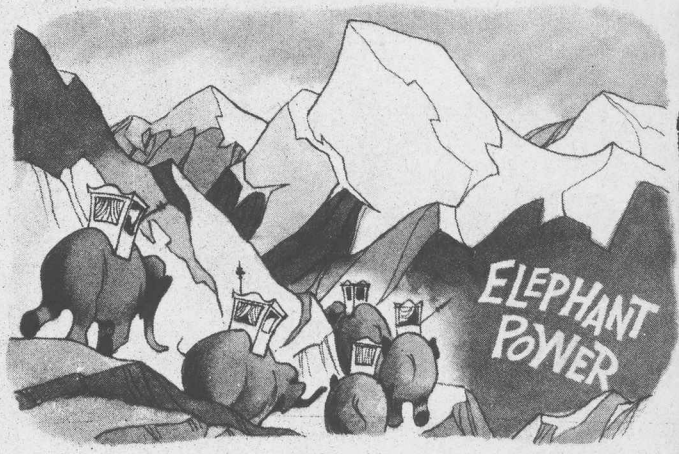
FREE
MONTEZUMA

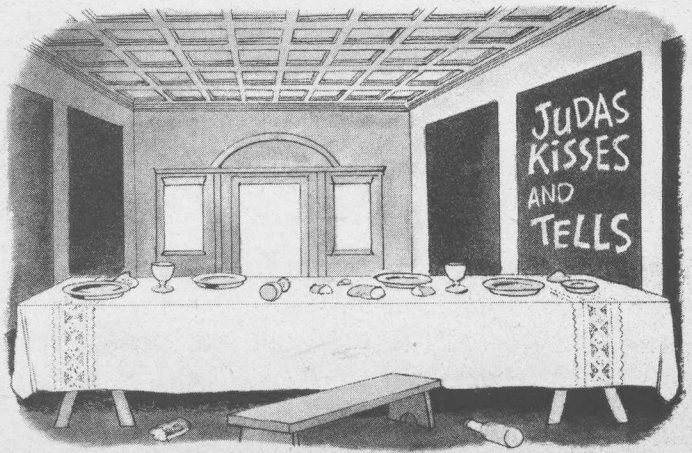

PYTHAGORAS
IS A SQUARE

JUPITER
IS DEAD
†


Free the
Black Hole of
Calcutta
146

Luther-
Write
on!

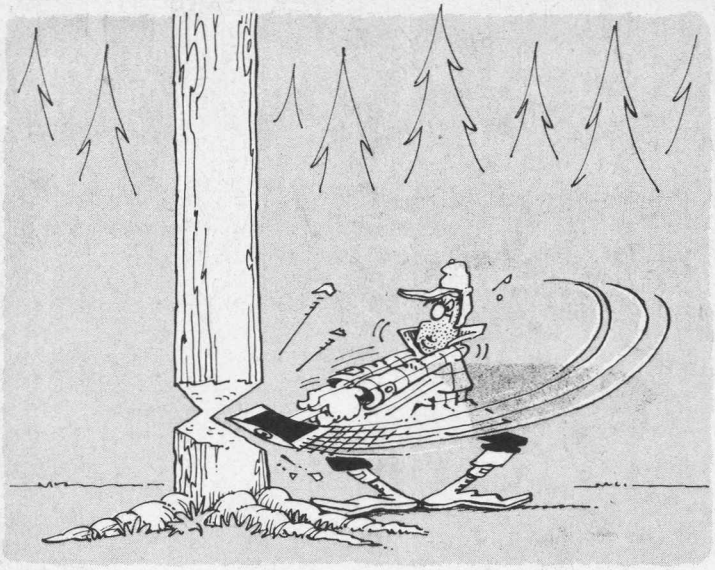

ELEPHANT
POWER

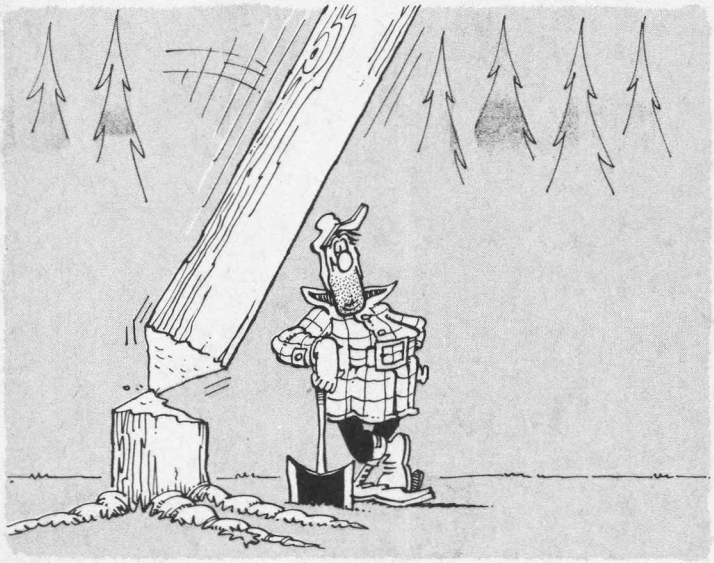

JUDAS
KISSES
AND
TELLS

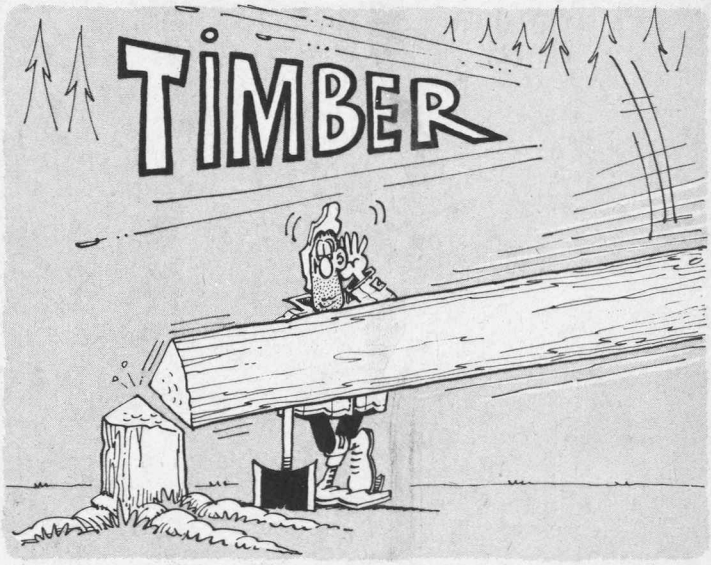
BAN
THE
LEAF

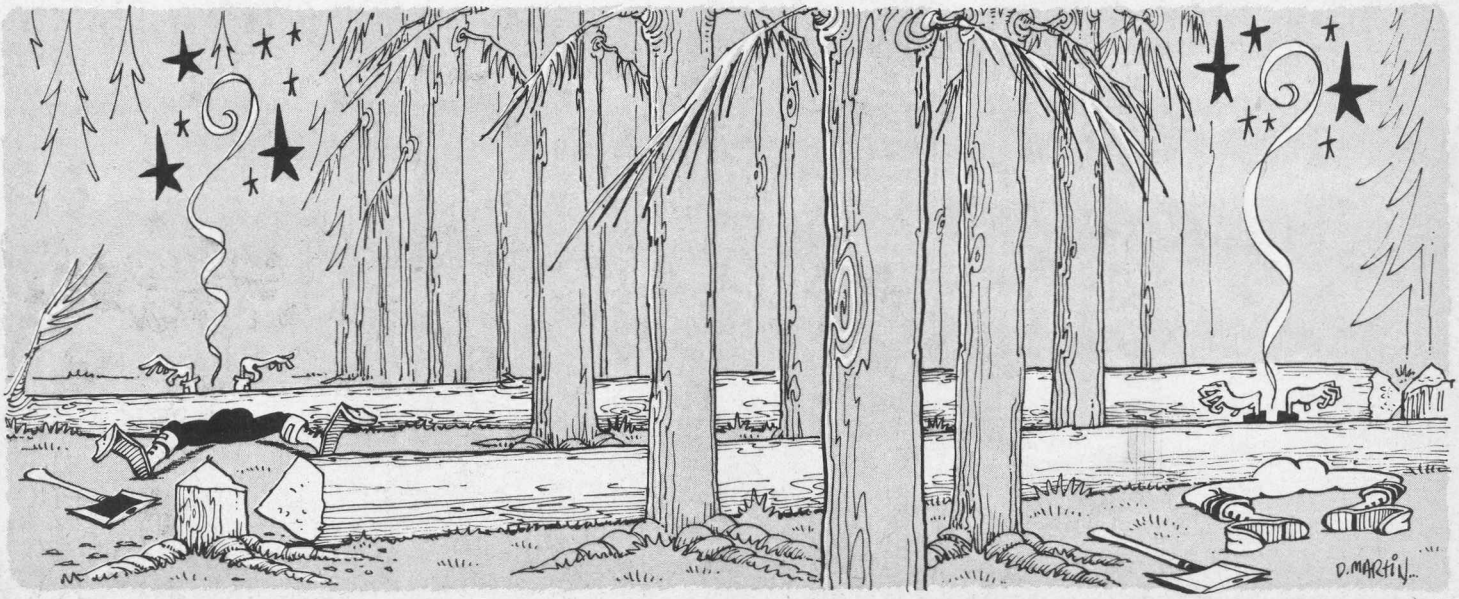
DON MARTIN DEPT. PART I

ONE DAY IN THE NORTH WOODS





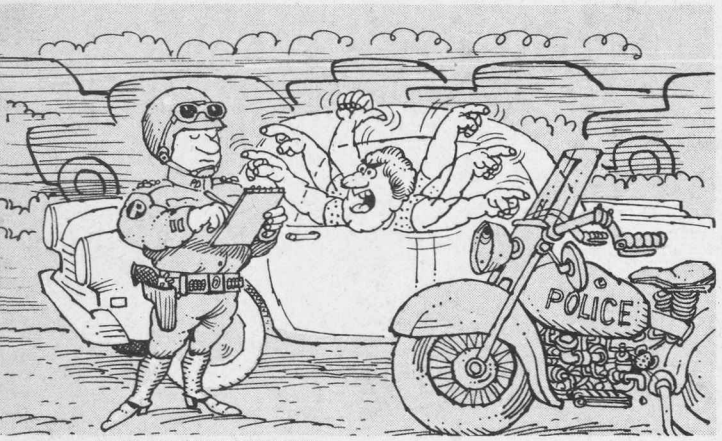




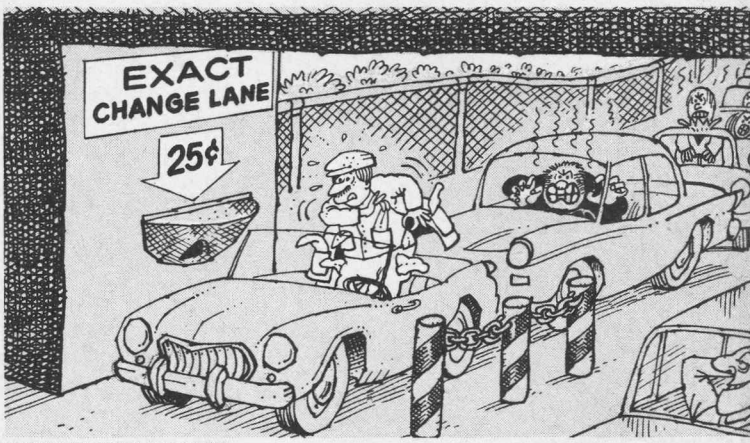
CAR SICK DEPT.

Hey, gang! Here we go with another MAD "Hate Book," those little literary gems calculated to help you feel better by

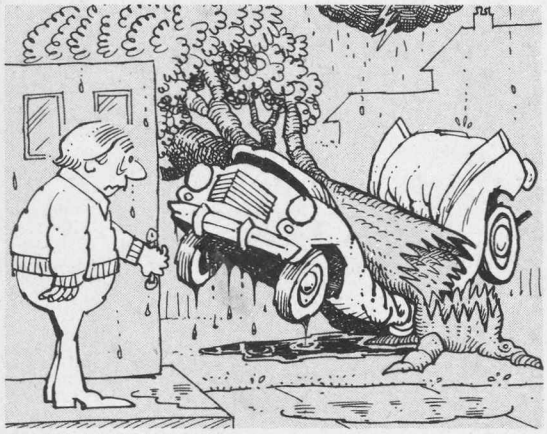
THE MAD CAR-OWN



DON'T YOU HATE . . .
. . . being the only one caught speeding when you were just going as fast as everyone else.

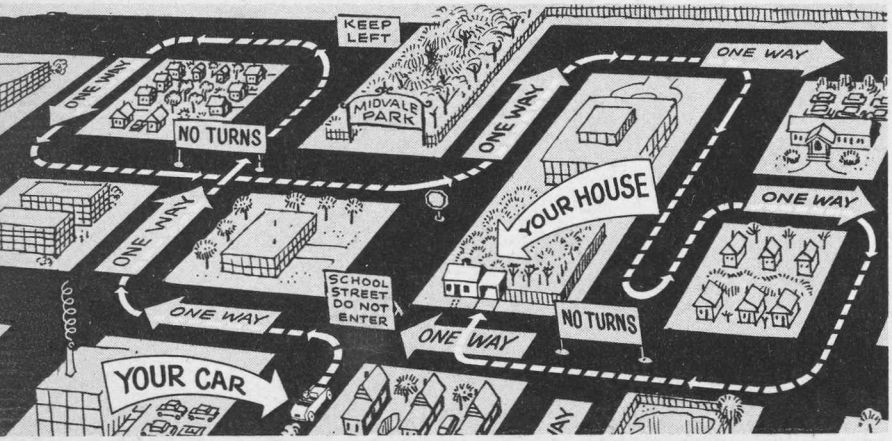


DON'T YOU HATE . . .
. . . getting into the "Exact Change Only" lane, and ending up behind a guy who finds he hasn't got the exact change.

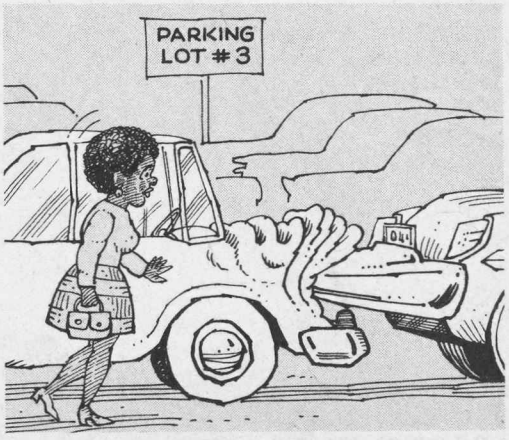


DON'T YOU HATE . . .
. . . when something happens the day after you let your comprehensive insurance expire.

DON'T YOU HATE . . .
. . . the nauseating smell of gasoline that wafts forward to tell you that they've over-filled your tank again.



DON'T YOU HATE . . .
. . . "One Way" and "No Turn" signs that take you miles out of your way.



DON'T YOU HATE . . .
. . . bumpers that are higher than yours.

blowing off steam about your pet hates. This one is for the relief of all you car-owners out there, and is called . . .

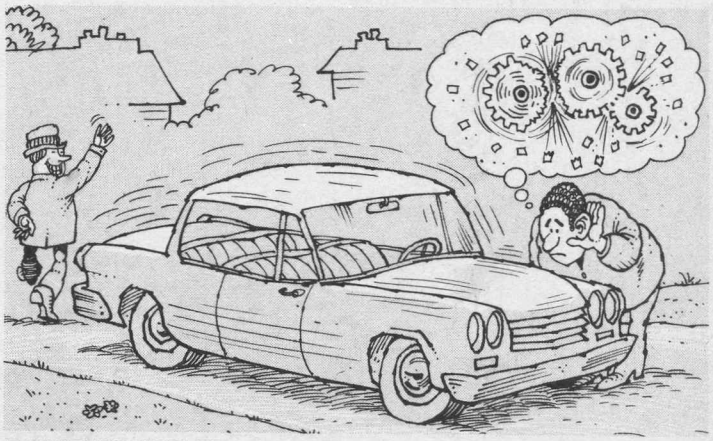
ERS HATE BOOK

ARTIST & WRITER:
AL JAFFEE

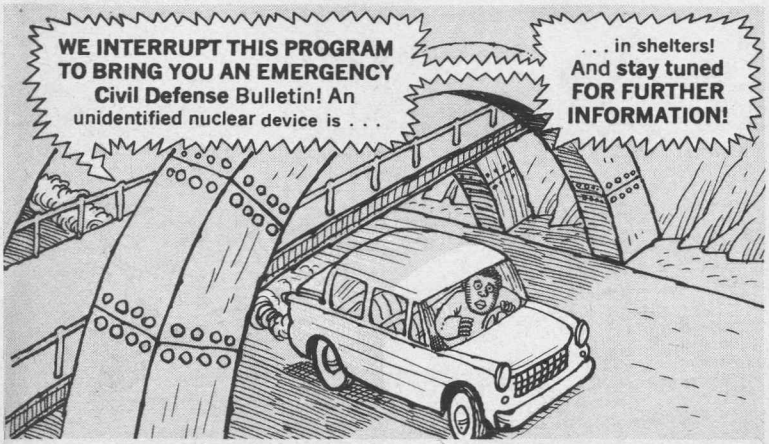
DON'T YOU HATE . . .
. . . repair shops that always have to *order* the part you desperately need.

DON'T YOU HATE . . .
. . . finally getting into that moving lane only to find that it abruptly stops . . . and your old one moves from then on.

DON'T YOU HATE . . .
. . . a convertible top that invariably fails to operate whenever there's a sudden cloudburst.

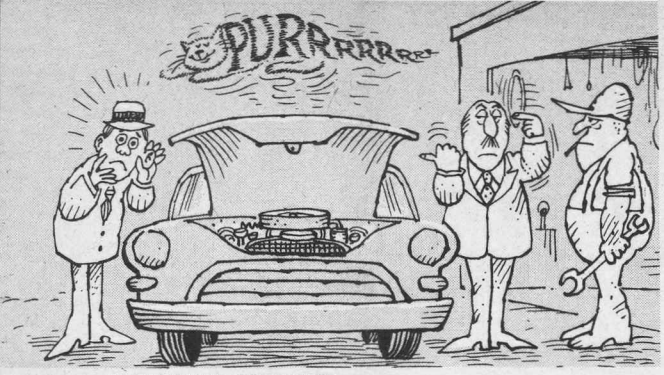


DON'T YOU HATE . . .
. . . lending your car to someone . . . and after it's returned, the engine makes a strange sound you've never heard before.



DON'T YOU HATE . . .
. . . car radios that fade out at critical moments.

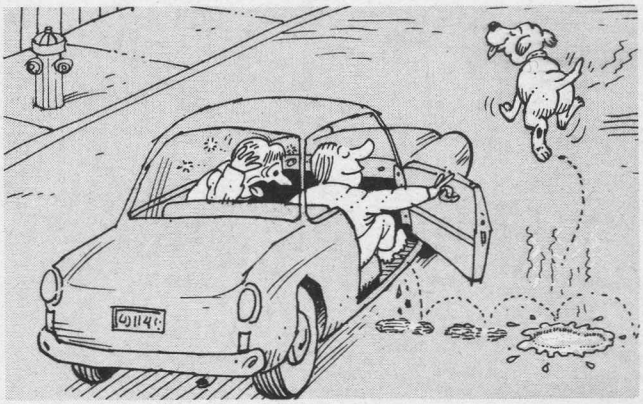
DON'T YOU HATE . . .
. . . finding a vacant space where you parked your car.



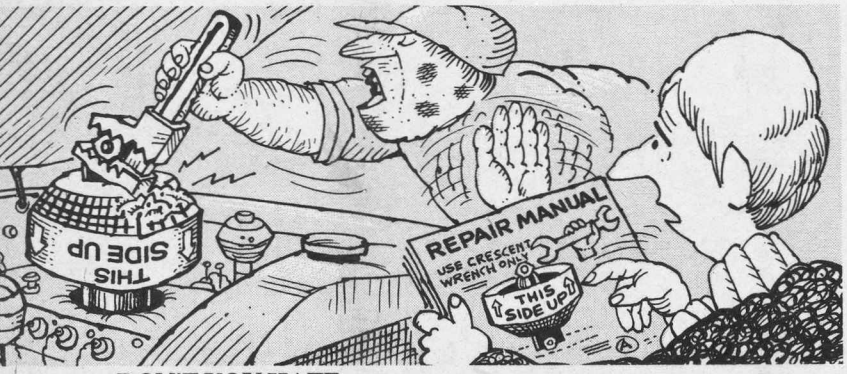
DON'T YOU HATE . . .
. . . strange noises that always disappear the minute you take your new car back to the dealer . . . and re-appear again right after you leave!

DON'T YOU HATE . . .
. . . having to go to the bathroom on one of those new treeless, bushless, exitless super-highways.

DON'T YOU HATE . . .
. . . hearing the unmistakable sound of a failing engine when you're right smack in the middle of the worst section of town.

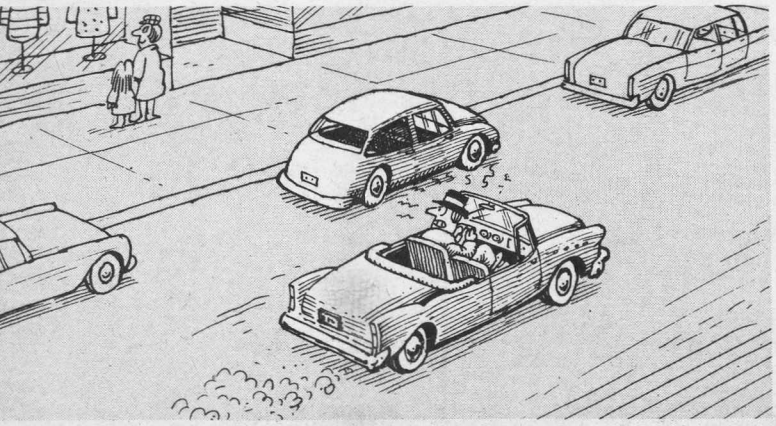


DON'T YOU HATE . . .
. . . people who carelessly track whatever they stepped into right into your brand new car.

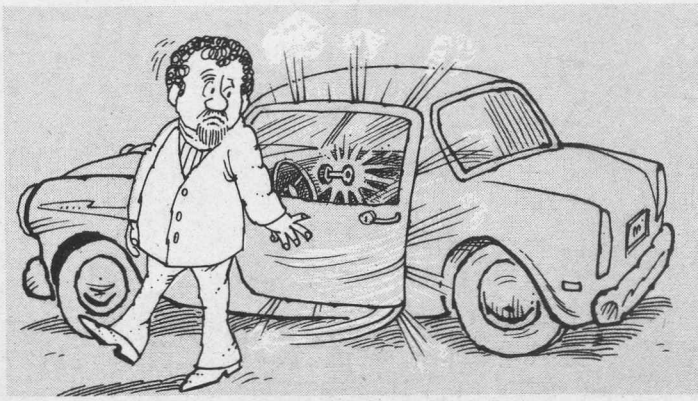


DON'T YOU HATE . . .
. . . know-it-all mechanics who insist that it's perfectly okay to do exactly the opposite—or use other parts—than what the manufacturer of your car specifically recommends.

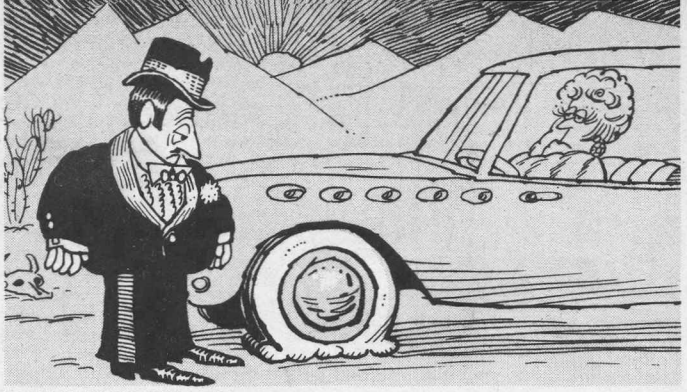
DON'T YOU HATE . . .
. . . people who let kids eat in your new car.



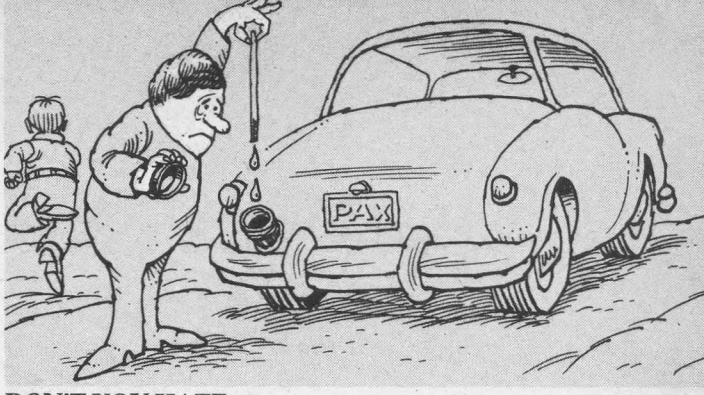
DON'T YOU HATE . . .
. . . two cars that take up three parking spaces.



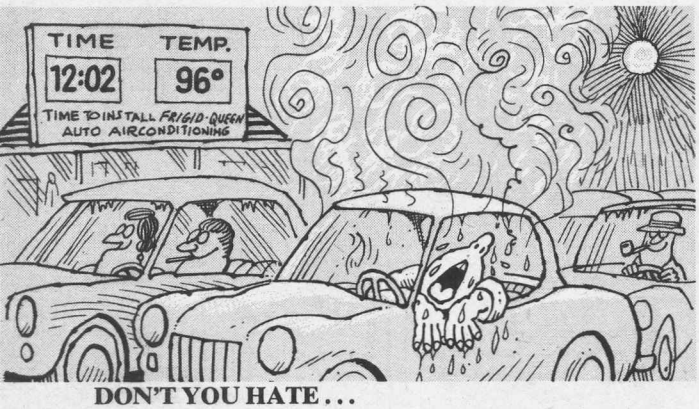
DON'T YOU HATE . . .
. . . glimpsing your car keys in the ignition just as you're slamming the locked car door.



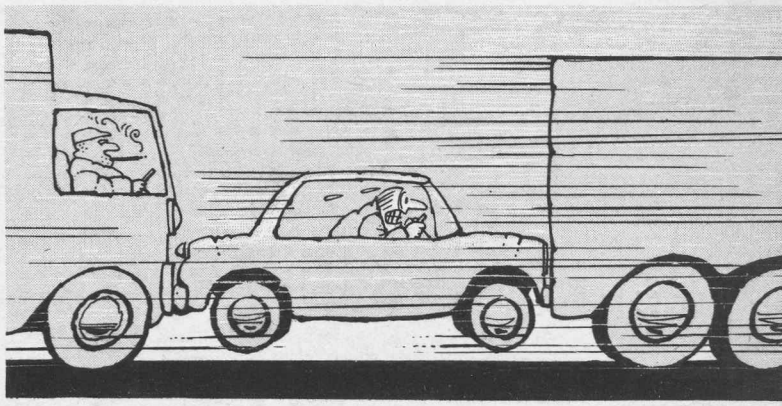
DON'T YOU HATE . . .
. . . getting a flat tire in the middle of nowhere when you're dressed to the hilt.



DON'T YOU HATE . . .
. . . lending someone your car with a full tank of gas —and having it returned with exactly two drops left.

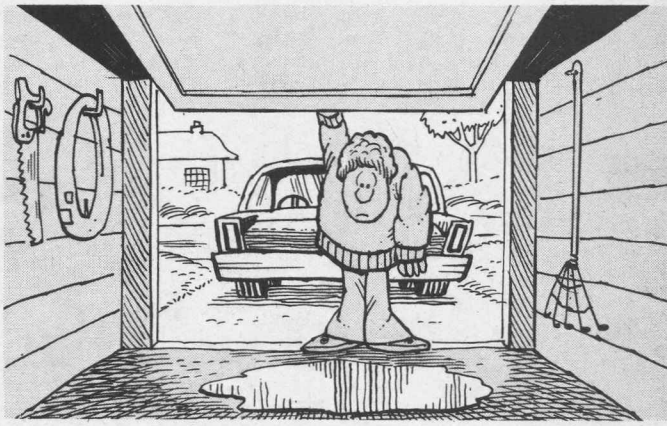


DON'T YOU HATE . . .
. . . your new car's air conditioner that conks out during the first heat wave . . . reminding you of how the heater conked out during the first cold wave.



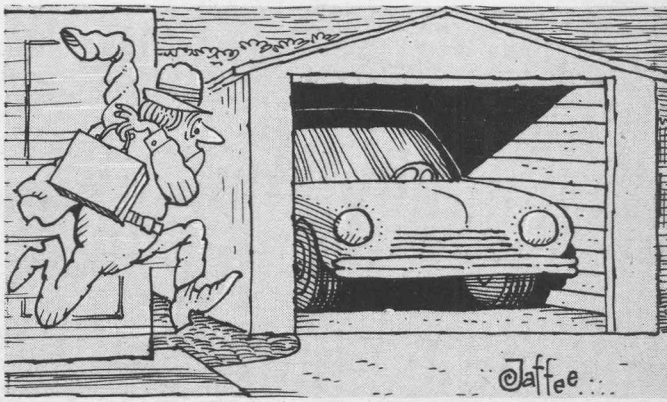
DON'T YOU HATE . . .
. . . being trapped between two huge trucks . . . and having to go miles beyond your turn-off.

DON'T YOU HATE . . .
. . . forgetting where you parked your car in a 10,000 car parking lot.



DON'T YOU HATE . . .
. . . finding a strange new puddle in your garage.

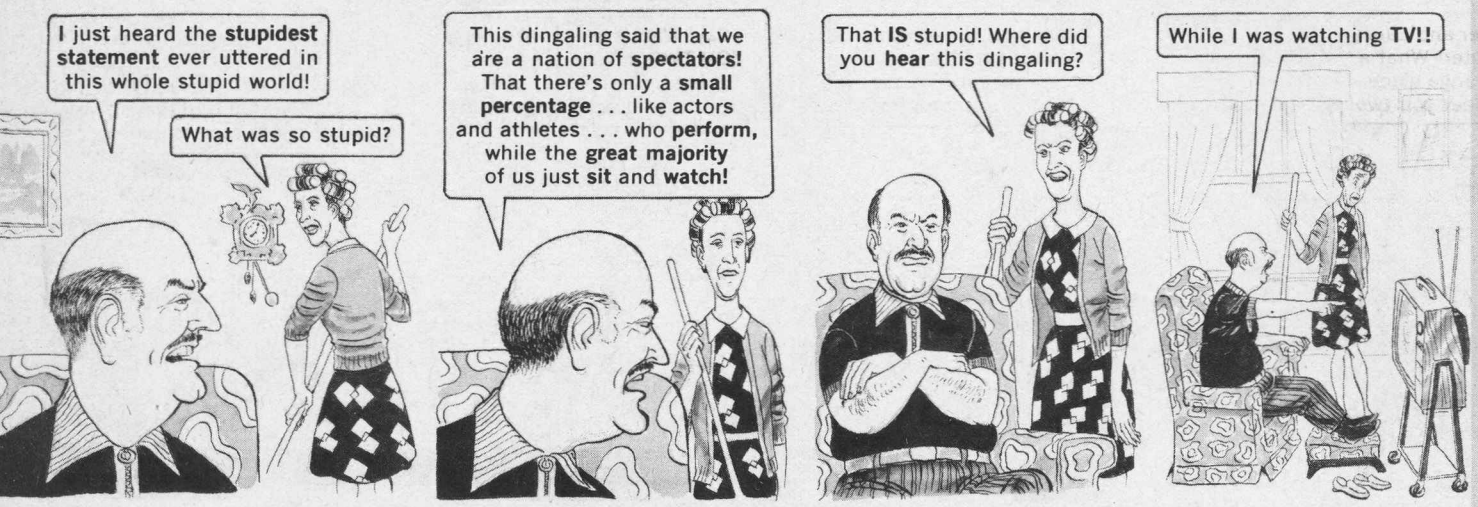
DON'T YOU HATE . . .
. . . gas station attendants who act like they're doing you the biggest favor in the world when they finally get to you.

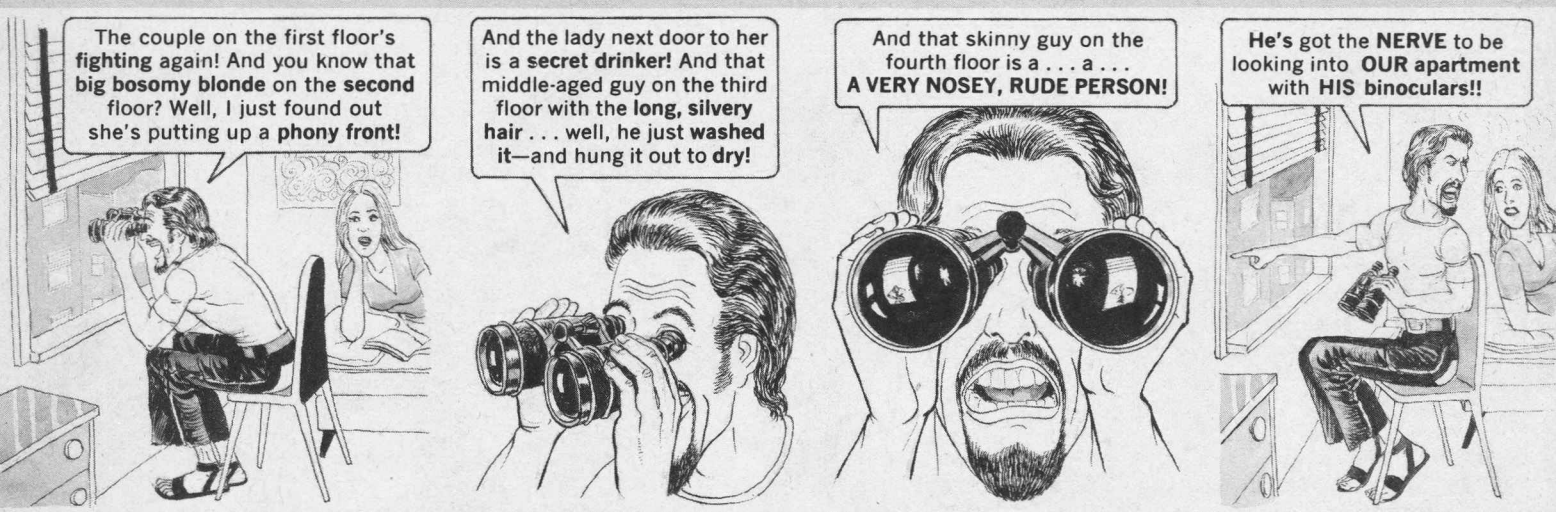


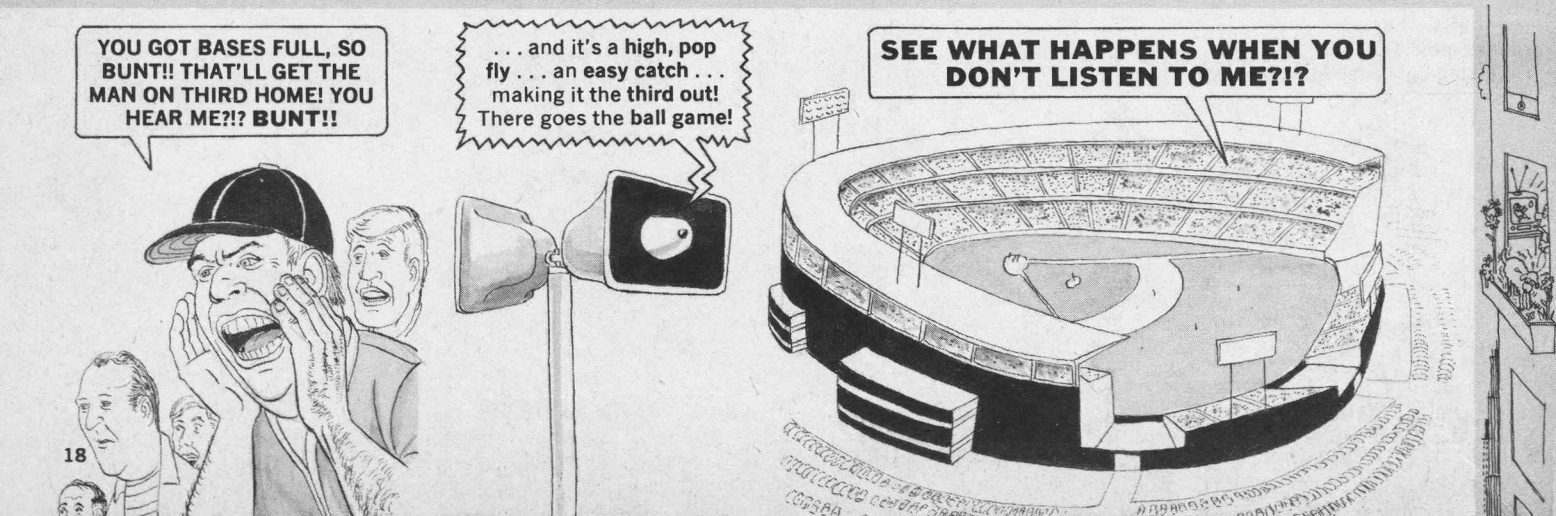
DON'T YOU HATE . . .
. . . returning to your car the next morning just as the last faint glimmer of light fades from your headlights.

BERG'S-EYE VIEW DEPT. PART I

THE LIGHTER SIDE OF... SPE

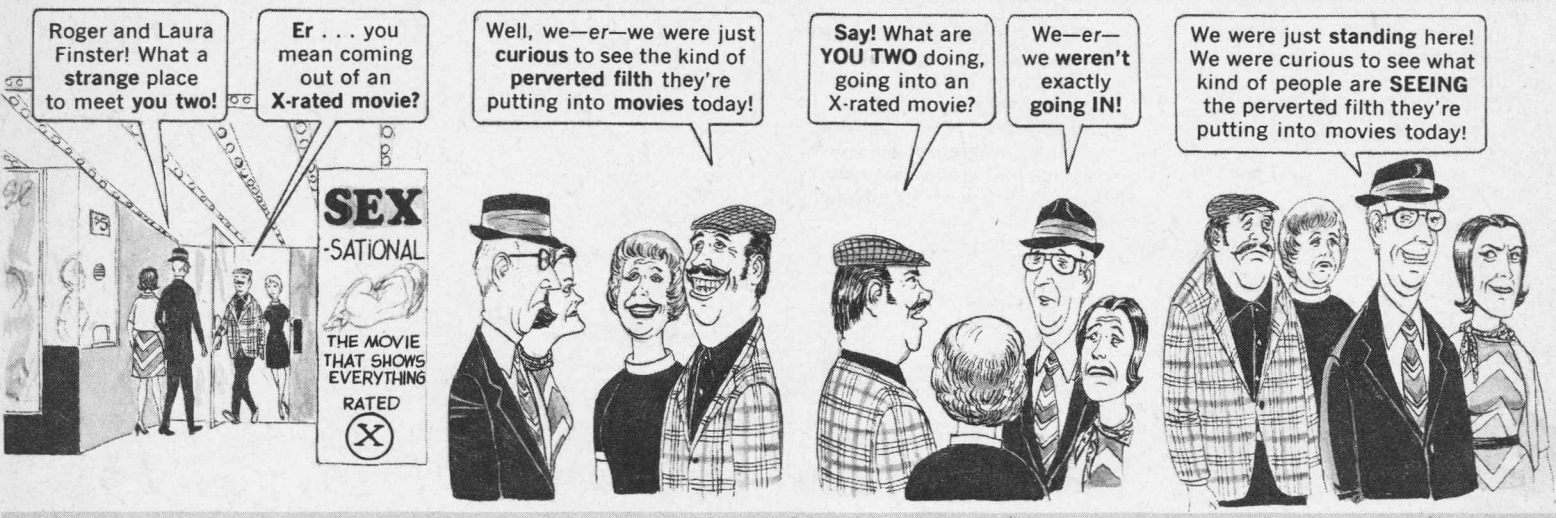






CTATORS

ARTIST & WRITER: DAVE BERG

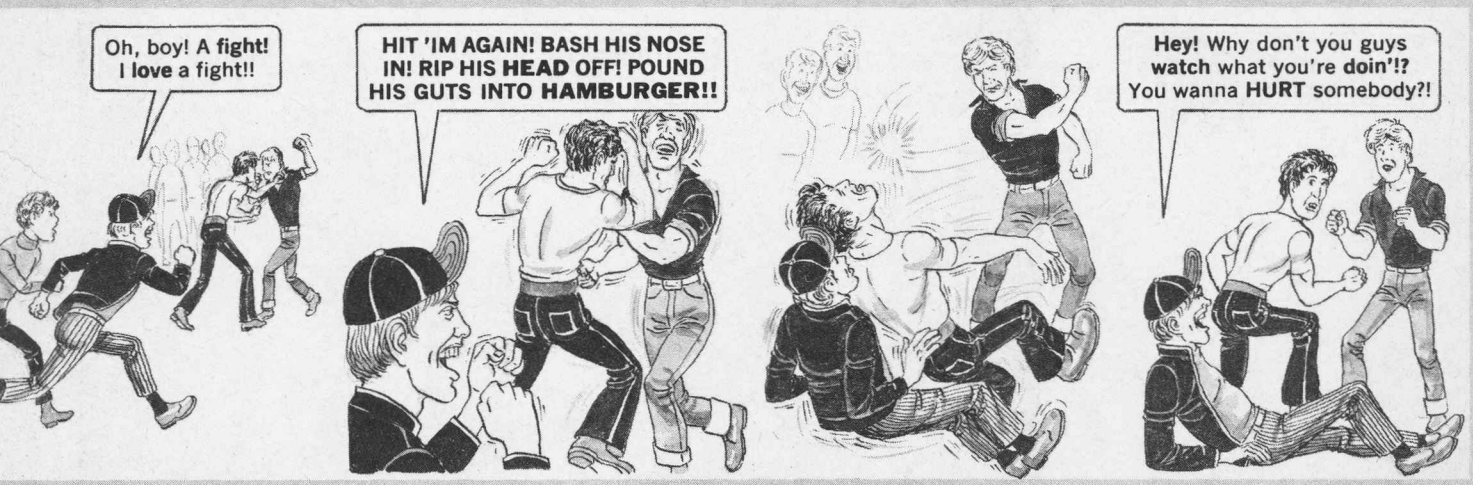


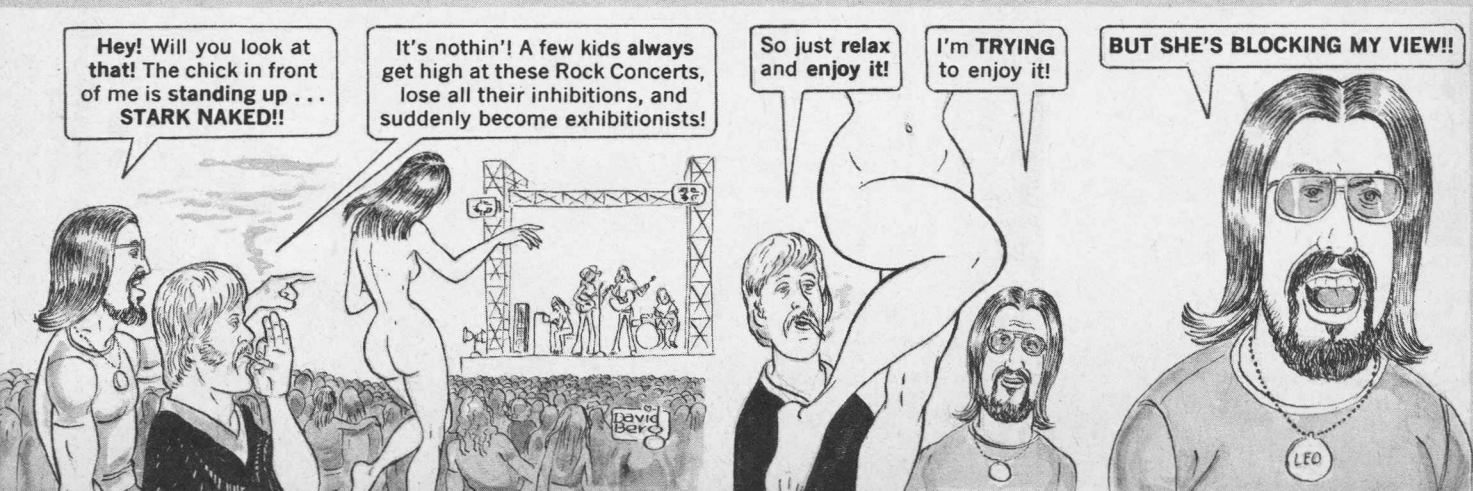
You told me that you ENJOY Opera! Right?
That's right!
You told me to send away for tickets months in advance! You told me to spend $25.00 for the best seats! Right?
That's right! So . . . ?
SO HOW COME YOU SLEPT THROUGH THE WHOLE THING?!
That's what I enjoy about Opera!!
It's amazing! You were born and raised in the Southern part of the United States! In your whole life, you've never even SEEN snow!
And you've never had a pair of ice skates on your feet! Yet, you're always watching HOCKEY games on television!
What made you such a Hockey fan?
I'm NOT a Hockey fan!!
I'm a FIGHT fan!!
Look at that Mrs. Kaputnik! She's a Senior Citizen like us! So what does she do? Plays tennis, golf and shuffleboard! And she's always volunteering for every Hospital Affair and Charity Fund Drive!
Not only that, but she dyes her hair, wears make-up like some painted hussy, and makes goo-goo eyes at all the men!
Why can't she accept growing old gracefully?! Why can't she act her age?! Why can't she just sit here on a park bench . . .
. . . and MIND HER OWN BUSINESS . . .
. . . LIKE ME?!?
I hope you don't mind if I watch you eat!
You see, I'm on this strict diet, so I can't indulge! But I DO enjoy watching other people eat!
What?!? You're finished?!? You're leaving all that?!? It's a SIN . . . to leave all that delicious food!
I hope you don't mind if I watch you eat!

Hey, why do you need a radio at a ball game?
I listen to the announcer describe the game! That way I know what's really going on!
GO, MAN, GO!!
Boy, that was one exciting game!
I wouldn't know!
EXIT
Everybody was yelling and screaming and making so much noise that I couldn't hear what was happening!!
How long have you kids been waiting on line?
BOX OFFICE
CLOSED
Two days! We want to make darn sure we get in to see this Rock Concert!
TWO DAYS?!? Good Lord, is that al! you kids like to do with your lives . . . be SPECTATORS?!?
Of course not!
We ALSO like waiting on line!!
Hi, dear! How was your day?
Fascinating! Absolutely fascinating!
I watched "The Galloping Gourmet" on TV! He showed us how to make the most exotic recipes!
Great! Then I can expect something really exotic to eat tonight . . . !?
Er—not exactly!
I was so fascinated with those recipes I was learning, all I had time to make was a TV Dinner!
Oh, I SEE why there's a traffic jam! There's an accident up ahead!
If people drove more carefully, there'd be lots less accidents!
And when the cars pass the accident, the drivers slow down to rubberneck!
That's morbid curiosity! I assure you that when I pass it, I won't look!
CRASH

Why are you sitting there in **those** clothes?
It's my **jogging** outfit!
But you're **watching television!** You're **not jogging!**
Oh, **yes** I am! Every time a **commercial** comes on, I **jog** to the **bathroom** . . . or some **other** place!
Hey, that's a **great idea!** You must be losing a lot of **weight!**
No, as a matter of fact, I'm **GAINING!**
Mostly . . . I jog to the **KITCHEN!!**

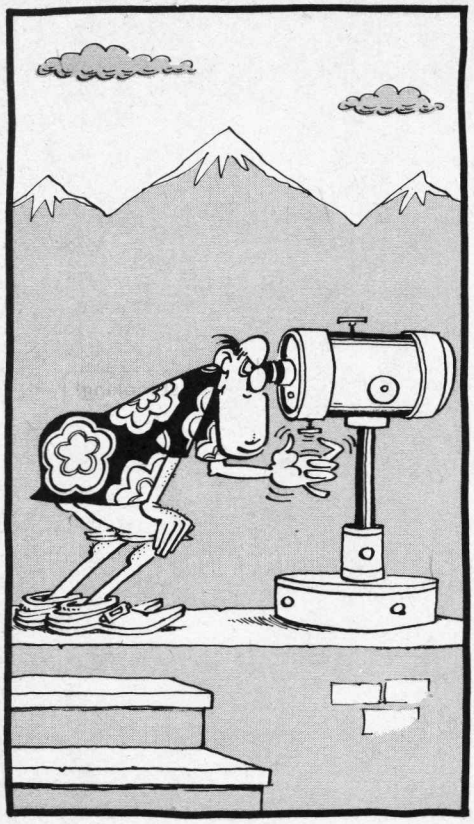
Is there **something** in particular that you **want?**
Oh, no . . . I'm **just looking!**
Sale
Keep your eye on that **dame** over there! She may be one of those **Shoplifters** you're trying to catch! She's been browsing around . . . acting **suspicious!**
Er . . . I notice you've been **staring** at me! Is there **something** in particular you **want** . . . ?
Oh, no . . . I'm **just looking!**

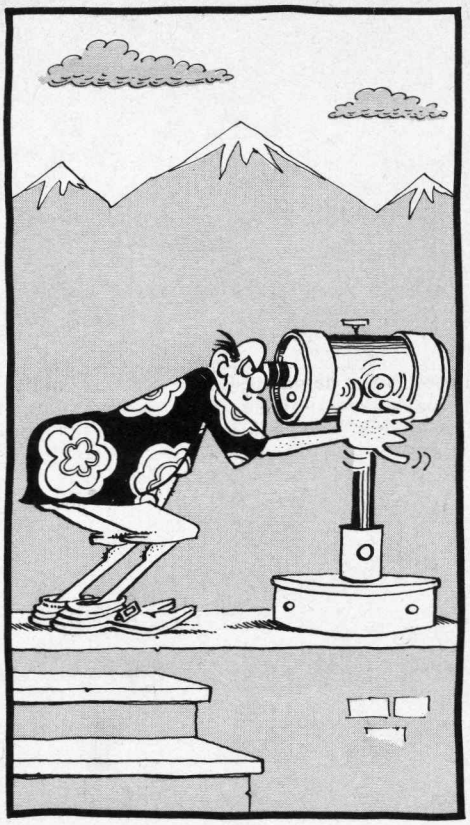

Oh, boy! A **fight!** I **love** a fight!!
HIT 'IM AGAIN! BASH HIS NOSE IN! RIP HIS HEAD OFF! POUND HIS GUTS INTO HAMBURGER!!
Hey! Why don't you guys **watch** what you're **doin'!?** You wanna **HURT** somebody?!

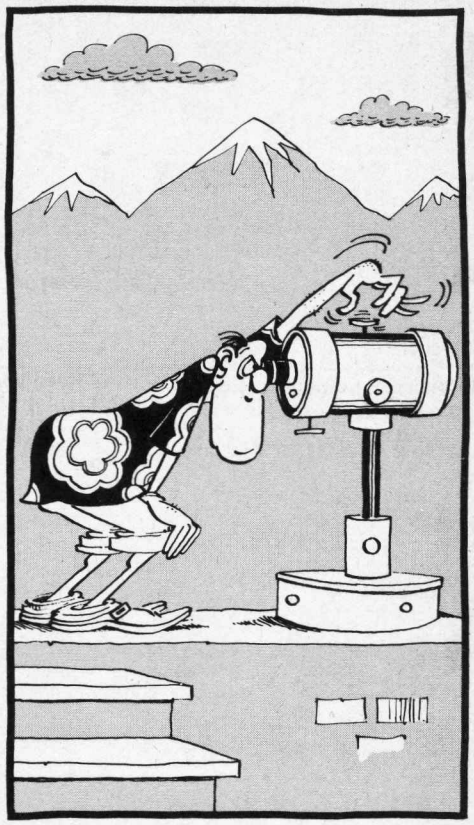

Hey! Will you look at **that!** The chick in front of me is **standing up . . . STARK NAKED!!**
It's nothin'! A few kids **always** get high at these Rock Concerts, lose all their inhibitions, and suddenly become exhibitionists!
So just **relax** and **enjoy it!**
I'm **TRYING** to enjoy it!
BUT SHE'S BLOCKING MY VIEW!!
David Berg
LEO

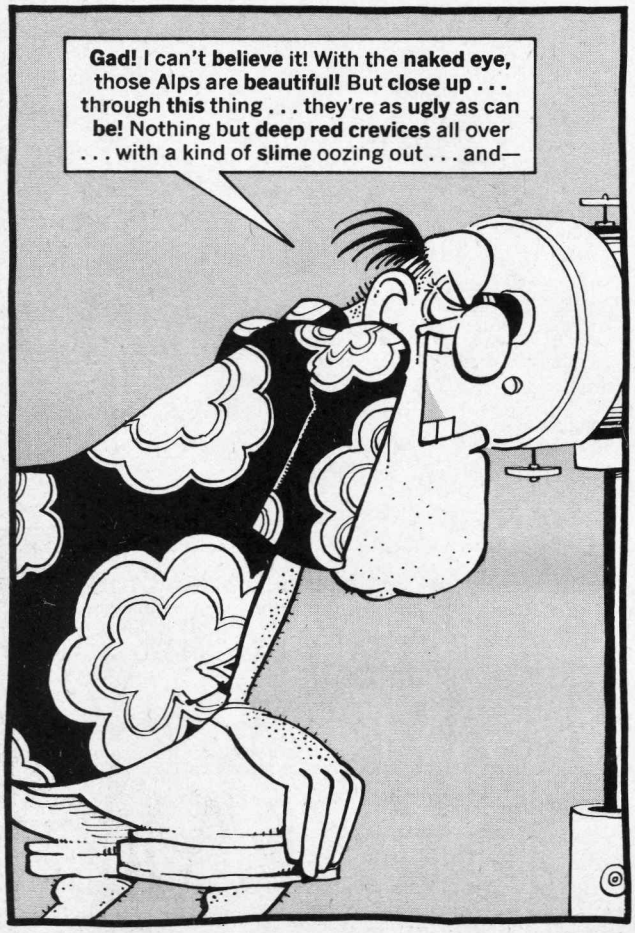
DON MARTIN DEPT. PART II

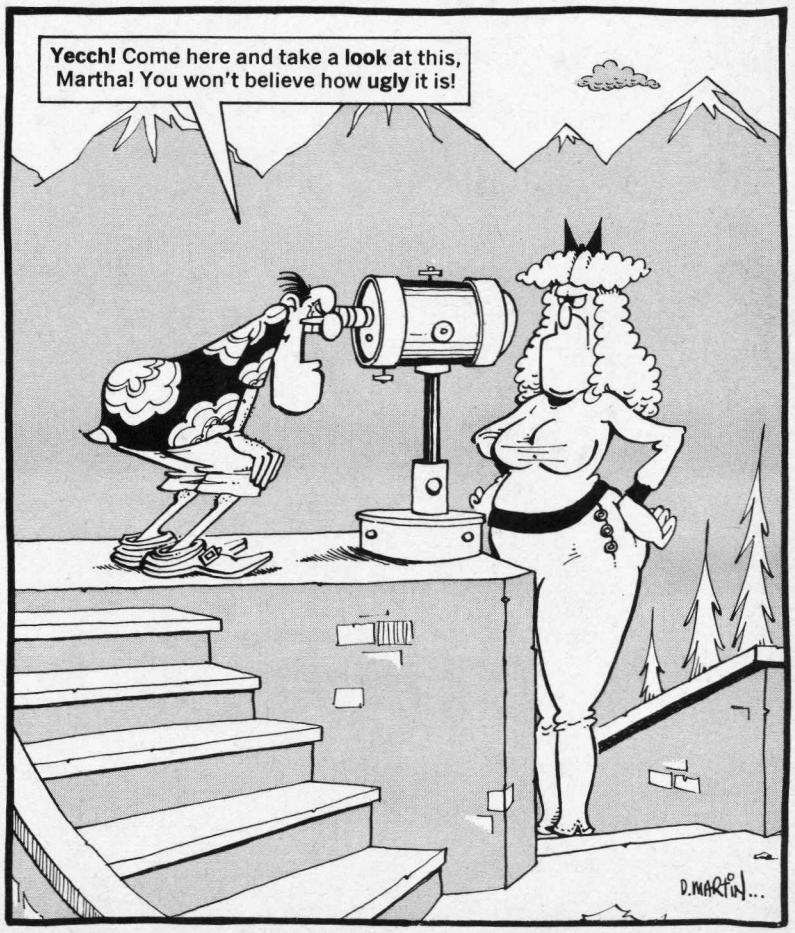
ONE AFTERNOON IN SWITZERLAND











SYMBOL ENGLISH DEPT.

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

REW WAY

Wilfred E.
2 A

Mx sumer Vacashin

i spent ~~too~~ to weeks all sumer at my granpa Efties on a farm in ~~Conzu Canz~~ Canzus. i saw manny pigs their. Sum of the pigs saw me ~~too~~ two. With there tink ~~eets~~ eyes. the big pigs were verry big. sum litle pigs got born wile i was their. they were litler. My granpa Effie gos out and feeds the pigs evrry day. i think that is what maiks the pigs smell like Mx granpa Effie evrry day.

Billy Eftie, 6B

How I spent my Summer Vacashian

I spent all summer just hanging around having mumps and chiken pocks and my cuzzen visit me. He is from ~~Cong Keous~~ out west wear I visitted my granpa a coupel years ago.

My granpa has a ~~farm~~ ranch there and grows pigs with very small eyes. (on the pigs) I ~~rem~~ rememmber I saw many big pigs and some litler ones their when I visitted him. I guess even the litler ones are big now ~~becaus~~ be caws my granpa feeds them a lot to make them smell He smells too. (my grandpa)

I spent my summer vacashian thinking a lot about that. Espeshly when my chikenpocks made me sick and ~~thoe~~ throw up.

Bill Eftie
General Science II

Special Work Project Report

As my special work project to get extra credit this summer I picked pigs as studying them is very scientiffic

To do my study project and get my extra credit, I got out all the notes I made a couple summers ago when I went to study pigs on my grand fathers farm in ~~Cong Kegos~~ Iowa. Also I got a lot of books out of the libairy.

Part 2 - Scientiffic Conclusons

Pigs are a branch of the hog family which althow born small grow to be among our larger agricultral animals of probably 100 pounds or probably more. This is probably due to their being fed dayly or oftenner which is probably oftenner than they need to eat which therefor makes them fat. We probably proved this scientiffic theory last semester studying how food we eat gets converted into energy which if you don't use it makes you fat.

Therefore, my special work project for extra credit proved scientifficly that pigs are like people in this respeck. Also the pigs and my grand father smell a lot alike which makes them alike in another respeck which is another scientiffic conclusion I got from my special work project for extra credit. Also they have very small eyes and stare at you, but that is only the pigs.

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cinch if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .

RITING YOUR TO A PH.D.

WRITER: TOM KOCH

Bill j. Eftie
Remedal SoPhmore English
Mr. WAlgrebe - Period 7

"A TaLE OF TWO CITIES"

I founD this book to be 527 paGes long and as talked about in classS, a work oF great English literature even though most of it seems to be about FRance. It is well written and holds the interest of the reAder well; expecialy through the first cHapter.

My onl y criticiSm of the authors' writing is the way he never says in the first chapter that the rabble (who were the FrenCh country people of their day that staRted the ~~FFench~~ French revolution by kiLLing all the city people) probably raiSed many pigs on their farmS. I think ~~M~~ the book ~~w~~would have made more sense if the author had said this in THe first chapter because pigs smeLL and have to be Fed every day which ~~d~~ could have mAde the rabble act like they did.

Unless the author wrotE about it in later chapters, the readeR ~~w~~/ also wouLD not learn that pigs have very smaLL eyes and stare AT you when ~~[illegible]~~ you star e at them.

This could makE the rabble bloodthirsty as I learned while doing a loT of outside reading in KAnsas a couple of years ago. But the author leaveS this important fact out of Chapter 1.

I have no other critIcism of this book as I found all the rest of it to be a Work of great literature as we taLked about it in class.

INTRODUCTION TO PSYCHOLOGY
FINAL EXAMINATION
SPRING QUARTER
NAME Wilfred Eftie

Discuss the role of childhood trauma in producing neurotic adult reactions to external stimuli.

1. Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the type discussed in the assigned reading that citing further examples would merely be repetitious.

Wilfred J. Eftie
Advanced U.S. History 405
Independent Study Report--Fall Quarter

CONTRIBUTARY FACTORS IN THE CLOSING OF THE AMERICAN FRONTIER

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1890 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untrammeled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people (including Indians), and this alone is sufficient to reveal a

THE ABSENCE OF RURAL FAUNA AS IT RELATES TO THE PROLIFERATION OF URBAN DELINQUENCY

A Thesis Submitted for the Degree of Master of Arts in Sociology by Wilfred J. Eftie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rurality as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = \frac{PSM^2}{H}$$

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional H.H.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.H.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

A QUALITATIVE ANALYSIS OF SWINE VISION AS IT PERTAINS TO HUMAN BEHAVIORAL RESPONSE IN OSBORNE COUNTY, KANSAS.

A dissertation based upon primary research and presented as a qualification for the degree of Doctor of Philosophy in Abnormal Zoology by Wilfred Jeffred Eftie.

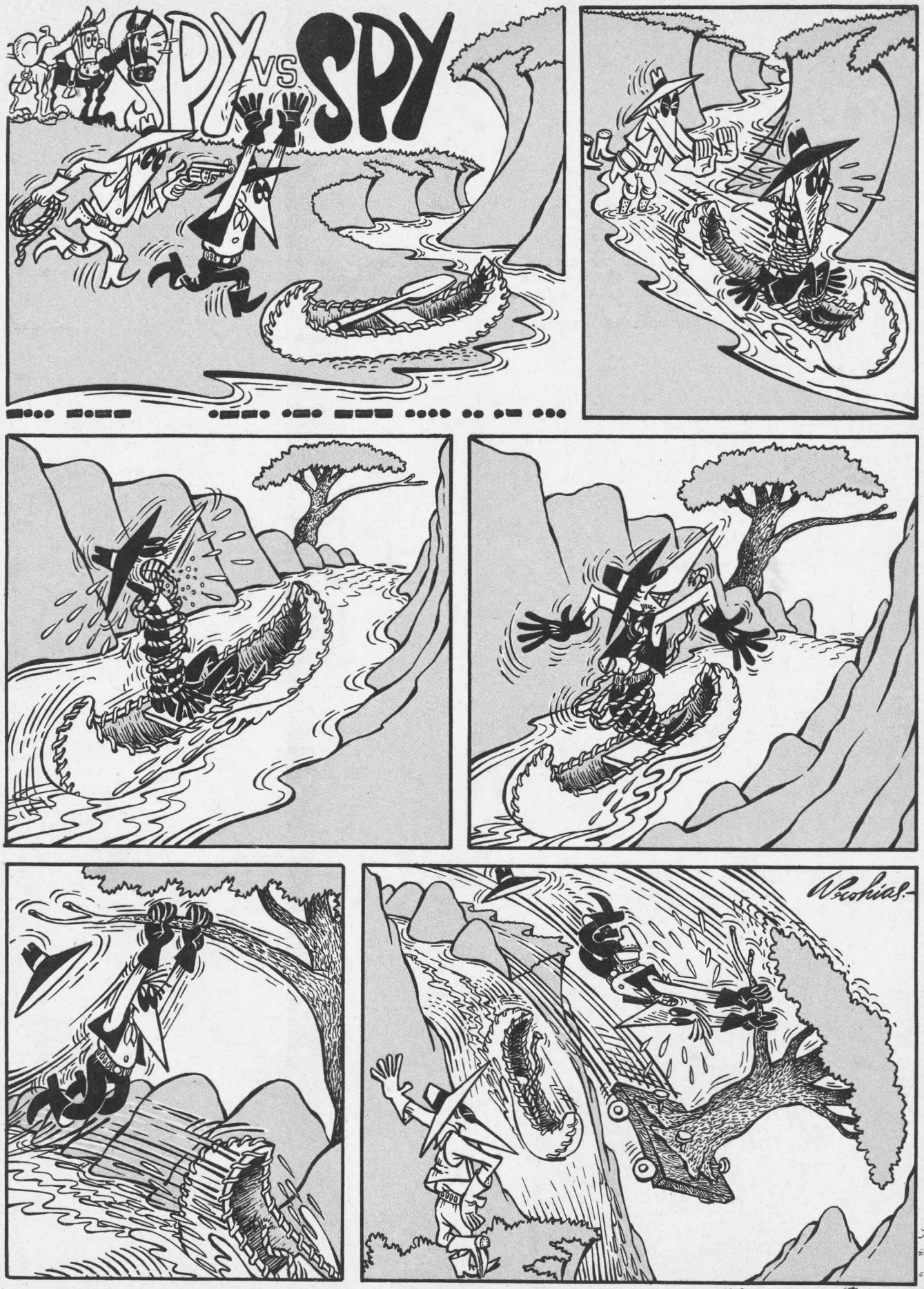
The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period[1] during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs[2] comprising this study's "control group".

Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye[3] (as intensified through the pig smell/eyelid blink factor[4]) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with proof that this breed tends to have white bristles[5]. By the same token, animals in the control group progressed, without exception, from small to large size as they matured[6], thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

These factors[7], as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hogwash", "schweinhundt", and, most revealing, "in a pig's eye".[8] This "sour grapes" response typifies the full range of

1. 1953 & 1954, primarily in July.
2. 41 Poland Chinas (*Chinus Polockus*) and one brown one.
3. As computed in cubic centimeters.
4. Ibid.
5. Funk & Wagnalls Standard Dictionary, 1939 Edition, pg. 878.
6. Approximately 12 lbs. to much heavier in addition to larger.
7. See above.
8. Greebick, "The Pig in Our Language," privately printed, 1884.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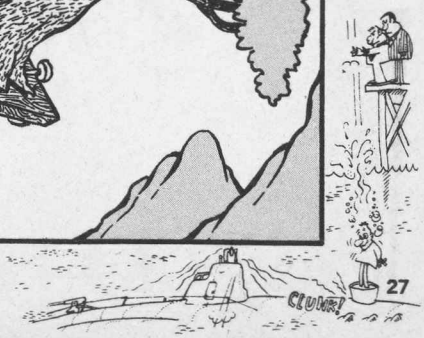
Nicholas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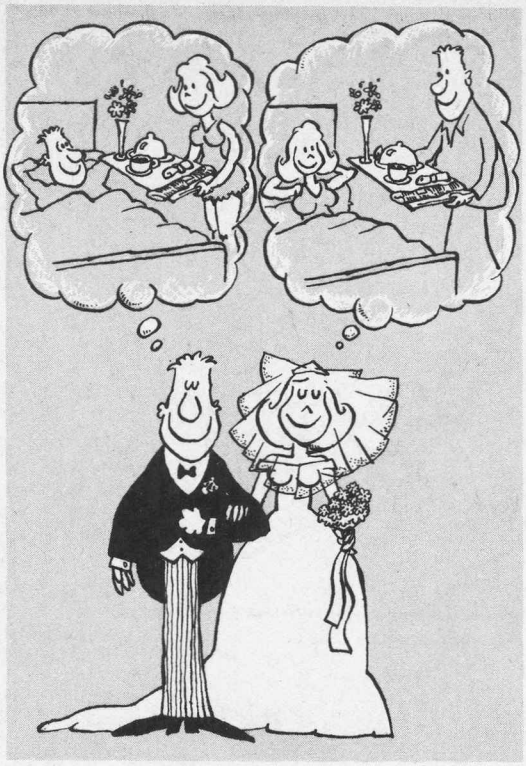
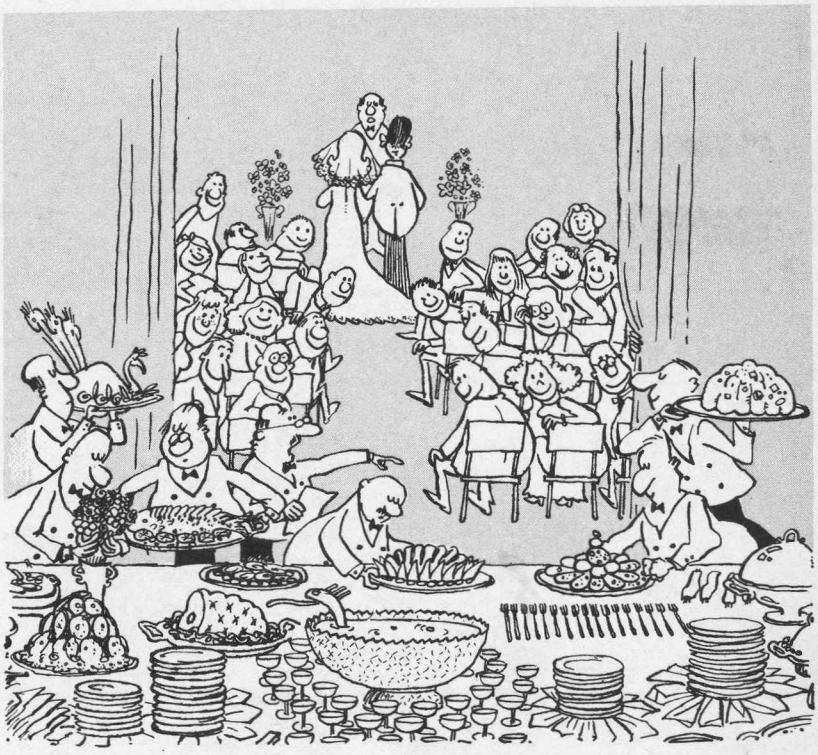
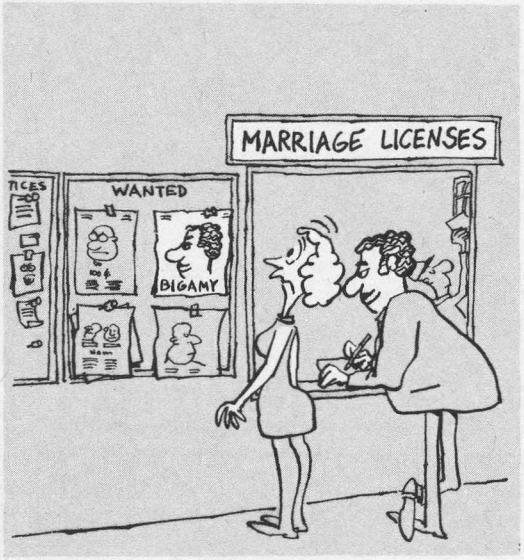
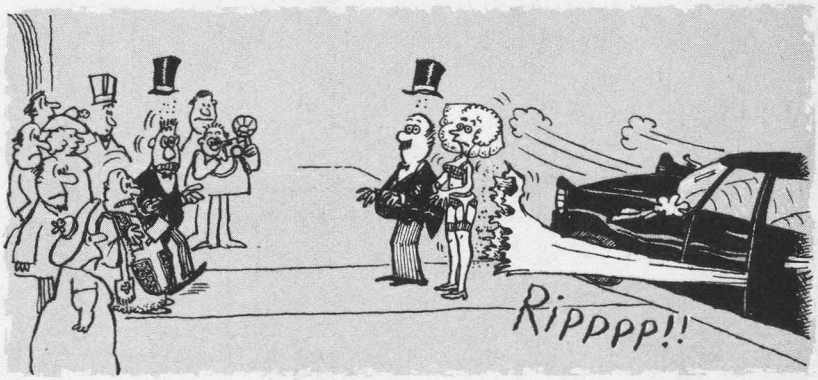
THE WED MENACE DEPT.

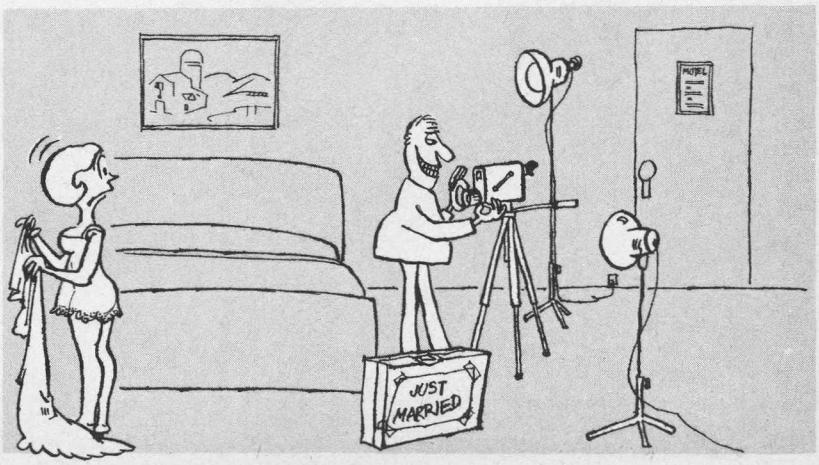
A MAD LOOK AT W





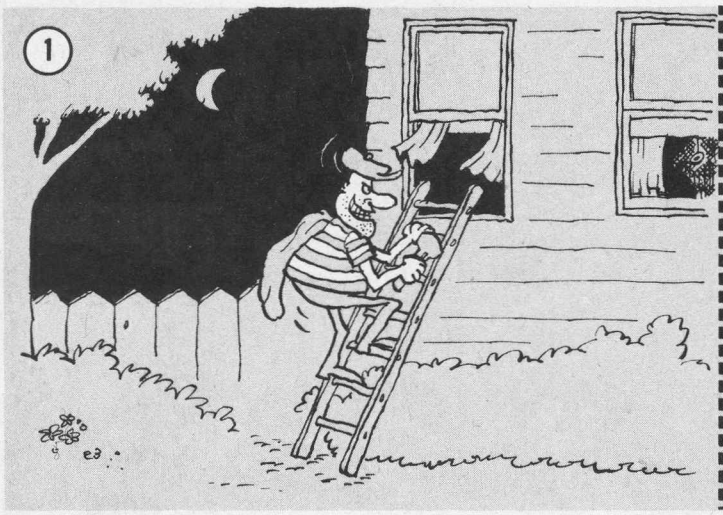


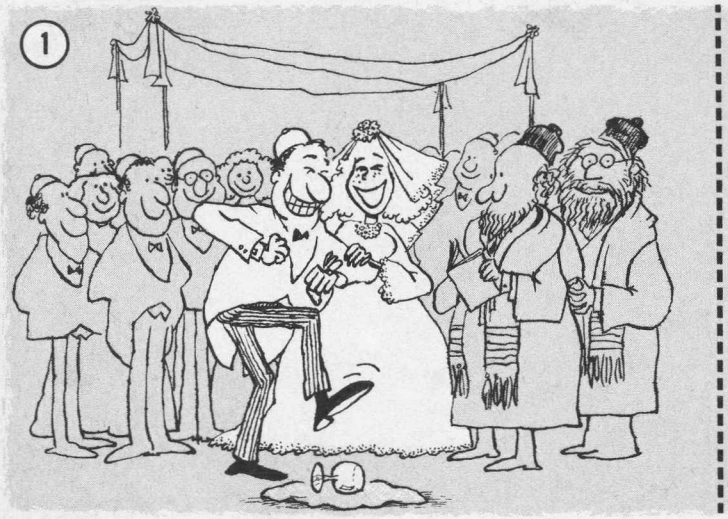


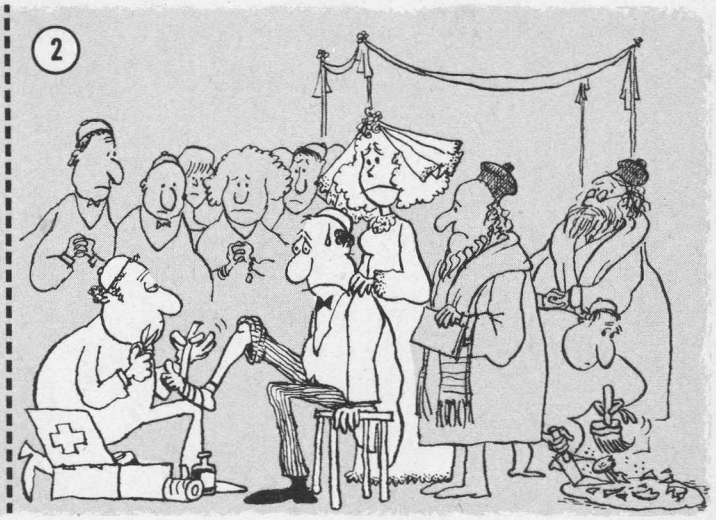


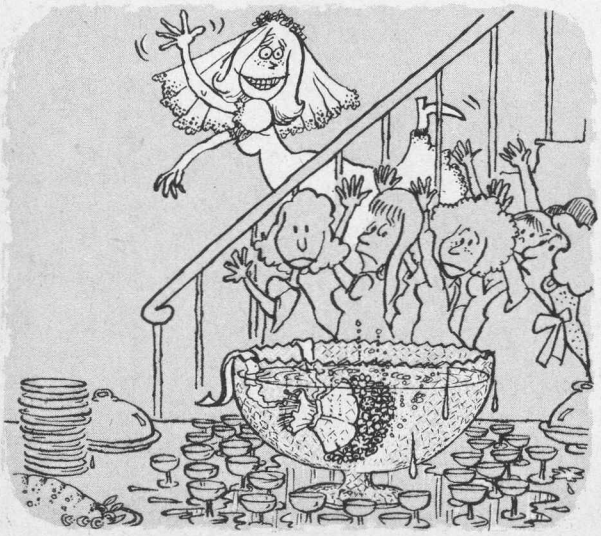
EDDINGS

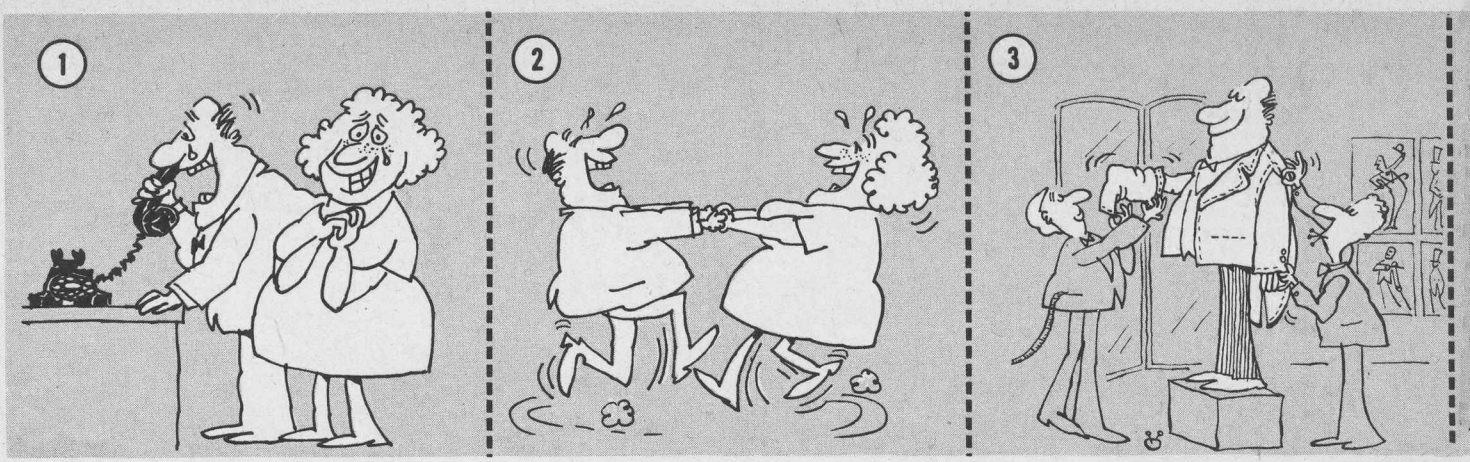
ARTIST & WRITER: SERGIO ARAGONES











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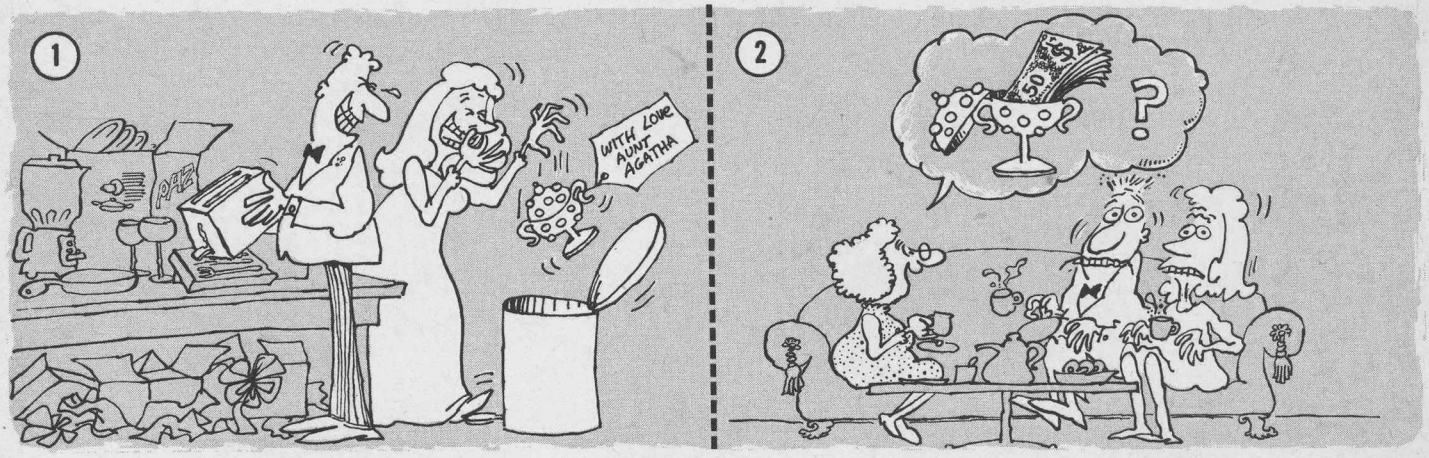
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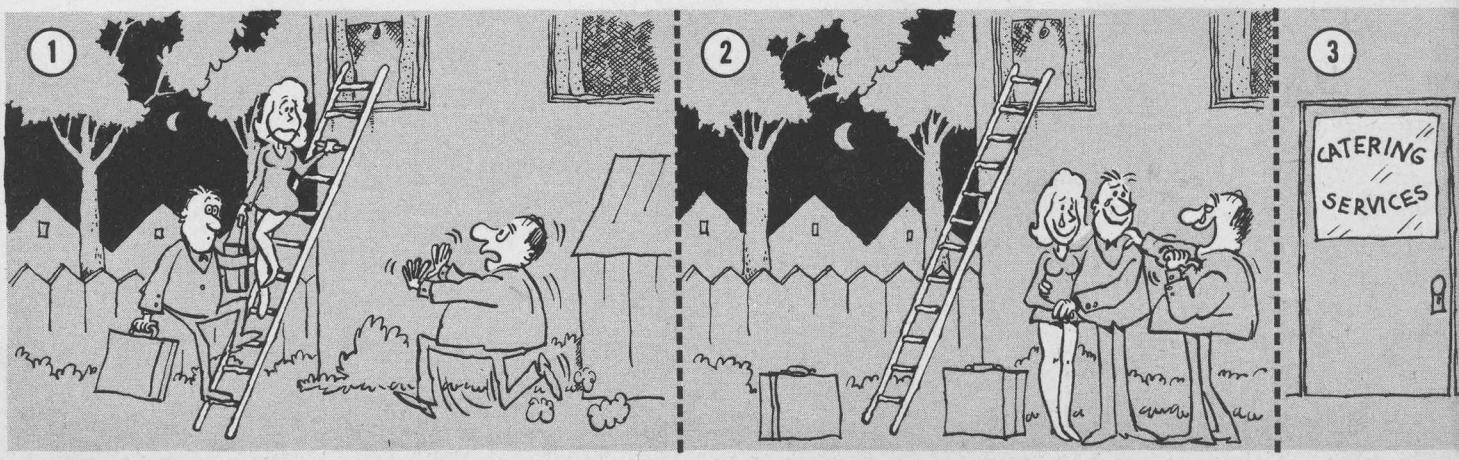
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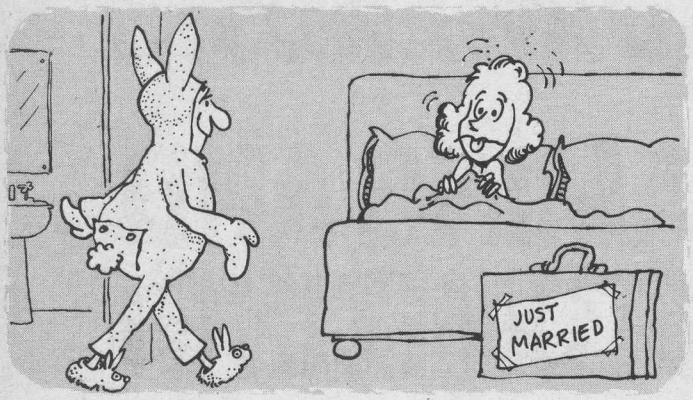
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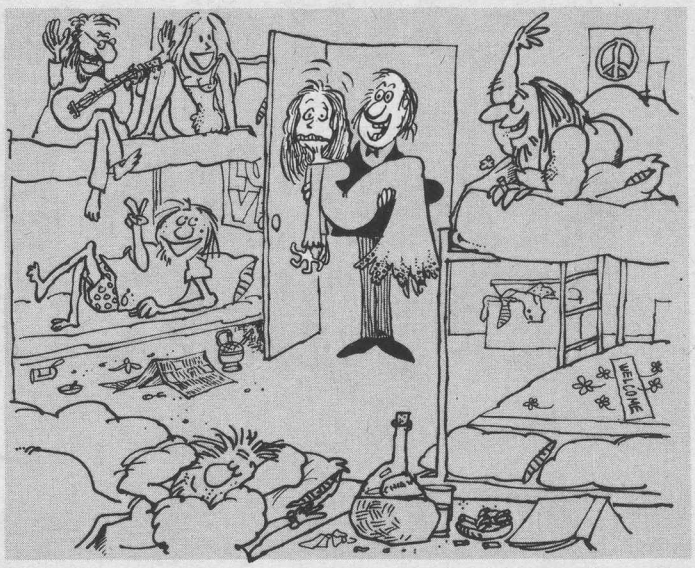
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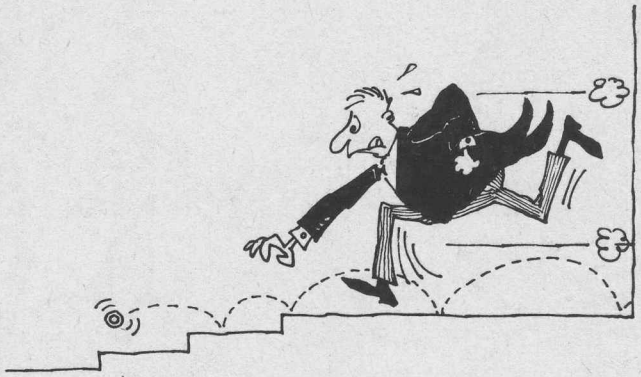

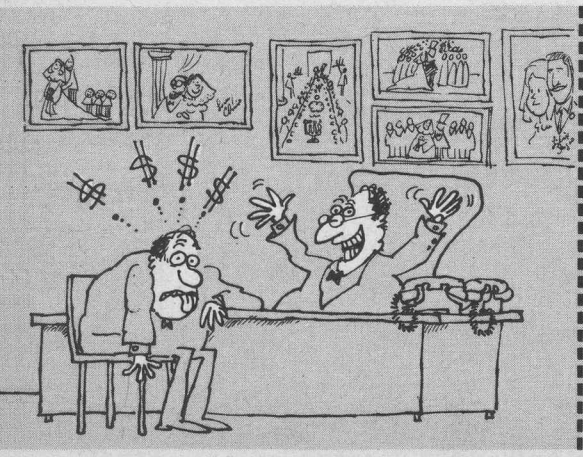

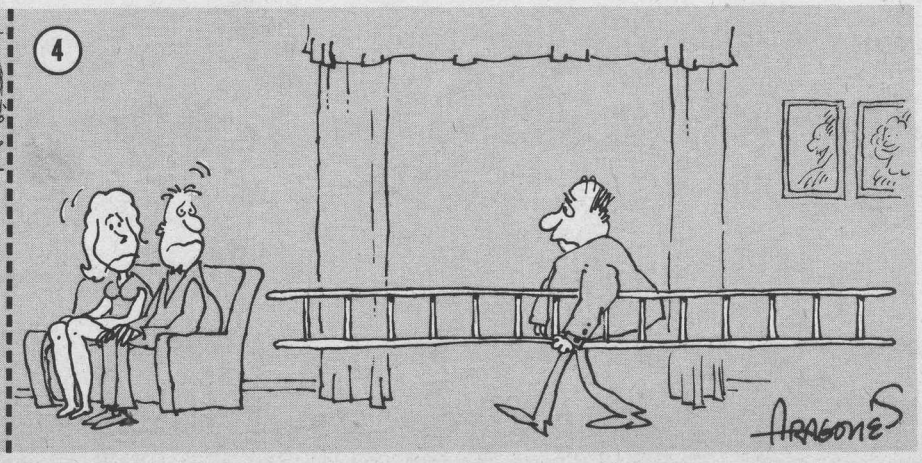
4
ARAGONES

HEY, GANG!

HERE ARE YOUR 16 FREE DIPLOMAS, CERTIFICATES AND OTHER MAD AWARDS...

READY FOR FRAMING[1] AND PERSONAL CUSTOMIZING[2]!

1 An ordinary, inexpensive 8 x 10 frame will do.

2 Have somebody who can write fill in your name.

SCHOOL DROP-OUT DIPLOMA

Presented this _____ day of _____ in the year A.D. 19 ___ to

_____

for having reached the intelligent decision to step out into the real world where the big money is, and stop wasting valuable time in a dumb classroom reading a lot of dumb books about stuff that nobody needs to know anyway.

This courageous and thoughtful action is herewith praised officially by a panel composed of the honored recipient's future business associates: the employees of the car washing, fast food serving and fertilizer shoveling industries.

Phoebe Weiskopf
Provost

Rosalind Dobrin
Dean of Studies

Avis Berger
Intermediator

ANOTHER MAD DUBIOUS DOCUMENT

Copyright © 1977 by E. C. Publications, Inc.

Permission To Live Together

without going through all that nuisance of obtaining a

MARRIAGE LICENSE

is herewith granted to

_____ *and* _____

The devoted couple named above is counseled to strive for eternal happiness by (one) never speaking a harsh word to one another, (two) never failing to share the burdens of life as they grow old together, and (three) never using indelible ink to fill out this certificate because that would inevitably create a helluva problem when they split up and try to erase one of the names.

Reverend Moon

Pro Bono Publico

ANOTHER MAD FILE-AND-FORGET CERTIFICATE

The Federation of High School Cafeterias

Presents this Achievement Award to

_____

for

FOUR YEARS OF SURVIVAL

IT IS HEREBY CERTIFIED THAT THE AWARDEE ATE LUNCH IN THE SCHOOL CAFETERIA DURING HIS OR HER FRESHMAN, SOPHOMORE, JUNIOR AND SENIOR YEARS, THUS CONSUMING INCREDIBLE QUANTITIES OF CREAMED CHIPPED BEEF, UNIDENTIFIABLE VEGETABLES, GREASY HASH AND STUFF THAT WAS COVERED WITH GRAVIES. WITH HUMBLE DISBELIEF, IT IS FURTHER CERTIFIED THAT THE AWARDEE NOT ONLY ATE ALL THAT GARBAGE, BUT ACTUALLY MANAGED TO REFRAIN FROM THROWING UP AFTERWARD ON AT LEAST 5 OCCASIONS.

ANOTHER MAD FILE-AND-FORGET CERTIFICATE

CERTIFICATE OF MEDICAL ACHIEVEMENT

PRESENTED TO

_____

IN SOLEMN RECOGNITION OF HIS (OR HER) DEMONSTRATED ABILITY TO RECOVER FROM ILLNESS IN SPITE OF SUCH NORMAL DOCTORS' PRACTICES AS GENERAL DISINTEREST, MISTAKEN DIAGNOSIS AND EXORBITANTLY PRICED NEGLECT. PRESENTATION OF THIS CERTIFIED AWARD PERMITS THE RECIPIENT TO SEEK EVEN HIGHER HONORS BY PURSUING THE EXALTED TITLE OF SURVIVOR OF NEEDLESS SURGERY.

Milton Elnick
Grand Panjandrum

Ed Ferguson
Chief Copacetic

Citation of Valor

FOR TOLERATING INANE TV COMMERCIALS

is presented with esteem to

_____

This high honor hails the recipient for courageously enduring a lifetime of idiotic television commercials, while simultaneously resisting the urge to chop up the television set with an axe.

Further praise is heaped upon the citation winner for undergoing this terrible ordeal with calm patience despite (A) always knowing in advance how each Paper Towel comparision test was going to come out, and (B) never giving a ❋#!©★(@! which products gets little Stevie's tee shirt cleaner anyway.

Richie Klein
Chief Medical Examiner

Gail Bleeker
Kettle Drum Majorette

ANOTHER MAD PREPOSTEROUS PARCHMENT

1977-1978
PUBLIC SCHOOL TEACHING CERTIFICATE

Issued With Appropriate Fear And Respect To

_____

WHEREAS the educator named above is assumed to possess adequate skills of self-defense, and

WHEREAS said educator has displayed an instinctive talent for sensing when roving bands of armed students are about to attack from the rear, and

WHEREAS said educator has further demonstrated the ability to avoid bruises and excessive bleeding, even when the very worst happens,

NOW, THEREFORE, said educator is deemed to have all the qualifications required to teach in any typical public school in the United States.

Dan Hamburg

Idiot Savant

The United Crusaders Against Doggie-Do

Hereby Officially Bestow the Title of

Champion Doggie-Do Victim

upon

_____

for having inadvertently stepped into various dog leavings on ten or more occasions, resulting in the loss of perfectly good pairs of shoes, the cancellation of important appointments and the embarrassment of assorted insults and comments about his or her personal hygiene.

Furthermore, the above-named victim is hereby granted full authority to stand on publically owned sidewalks and lean against privately owned trees for the purpose of screaming obscenities at all dogs that approach the area with the obvious intent of doing something.

David Sigler
Numero Uno

Richard Warshauer
Lord High Muckymuck

ANOTHER MAD FILE-AND-FORGET CERTIFICATE

MAD Copyright © 2006 by E.C. Publications, Inc.

LEGION OF SKATEBOARD HEROISM

PRESENTED TO

_____

THIS TRIBUTE SHALL FOREVER HONOR THE ABOVE NAMED INDIVIDUAL FOR HIS TOTAL DEDICATION TO THE GREAT AMERICAN SKATEBOARDING FAD.

DESPITE SUFFERING NUMEROUS PAINFUL INJURIES IN HIS PURSUIT OF EXCELLENCE THE RECIPIENT OF THIS CERTIFICATE OF VALOR HAS CONTINUED TO WORK OUT ON THE SKATEBOARD WITH MATCHLESS DISPLAY OF UNDAUNTED COURAGE, DOGGED PERSISTENCE AND STRONG SUICIDAL TENDENCIES.

"Sticks and stones may break your bones, but for a sure fracture, try cruising down a steep hill into a gravel driveway!"
—Shakespeare, Sonnet LXVIII

Leonhard Hoegelmeir
Vice Chancellor

ANOTHER MAD DUBIOUS DOCUMENT

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The Royal and Ancient Order of Slobs Confers Its Coveted Award for

THE MESSIEST ROOM OF 1977

Upon

LET IT BE OFFICIALLY KNOWN TO ALL THOSE CAPABLE OF FINDING THIS CERTIFICATE AMONG THE ACCUMULATED TRASH OF THE SLOVENLY INDIVIDUAL NAMED ABOVE THAT THIS ROOM HAS ACHIEVED A PERFECT SCORE OF ZILCH ON EVERY TEST OF NEATNESS. LET IT BE FURTHER KNOWN THAT THE MOUND OF LITTER IN THIS DISGUSTING HOVEL IS GUARANTEED TO CONTAIN ALL OF THE FOLLOWING BURIED ITEMS: APPLE PEELINGS FROM LAST YEAR'S CROP; A FAMILY OF DEAD HAMSTERS; HALF A PAIR OF GAMEY SWEAT SOCKS; A MUSHROOM CROP SPROUTING FROM A FIELD OF RANCID SPILLED MAYONNAISE, AND SOMETHING WITH BIG RED EYES THAT ONLY COMES OUT LATE AT NIGHT.

William Maxwell Crouch
Eighth Avatar Of Vishnu

Larry J. Bauer
Numero Uno

The Enviable Title Of

Master Of Financial Planning

Is Officially Conferred Upon

By The National Association Of Tightwad Employers

THE LOYAL WORKER NAMED ABOVE HAS BEEN SINGLED OUT FOR THIS TRIBUTE AFTER DISPLAYING AN UNCANNY ABILITY TO KEEP BODY AND SOUL TOGETHER WHILE RECEIVING A WEEKLY PAYCHECK FAR BELOW THE POVERTY LEVEL.

DESPITE RAMPANT INFLATION, SAID WORKER HAS CLEVERLY MANAGED TO AFFORD THE LUXURIES OF EATING FOOD AND WEARING CLOTHES ALMOST DAILY.

IN RECOGNITION OF THIS ACCOMPLISHMENT, THE HONORED WORKER IS HEREBY GRANTED ASSURANCE THAT HE (OR SHE) WILL BE GIVEN THE OPPORTUNITY TO EXIST ON THE SAME INADEQUATE SALARY FOR MANY YEARS TO COME.

John Wiencko
Registrar

Erwin Rose
Janitor

ANOTHER MAD FILE-AND-FORGET CERTIFICATE

HANGING OUT PERMIT

OFFICIALLY GRANTED TO

_____

This permit entitles the holder to hang out on the street corner of his choice during all of 1977 and 1978. (Even 1979, if nothing much develops before then.) The display of this official permit to marauding street gangs, muggers, police officers and other dangerous weirdos shall guarantee the safety of the holder against any and all acts of annoyance. Failure of the said weirdos to recognize the legal validity of this permit shall constitute an infringement upon the holder's inalienable rights to life, liberty and the joy of hanging out.

Henry Winkler (T.F.)
Grand Chamberlain

Monica Wemberly
Sine Qua Non

Sally Weiss
Keeper of the Crypt

The Notoriously Clumsy Athletes' Association

Herewith Bestows Its

LEAST VALUABLE PLAYER AWARD

Upon

_____

THIS CERTIFICATE HEREBY ATTESTS THAT THE RECIPIENT HAS BEEN SELECTED BY HIS COACHES AND FELLOW PLAYERS AS THE INDIVIDUAL WHO MADE THE MOST SIGNIFICANT CONTRIBUTION OF THE 1977 SEASON TO HIS TEAM'S LOUSY PERFORMANCE.

David Sireci
Provost

Mark Steinmetz
Intermediator

Arthur Greenwald
Vice Chancellor

Robert Overstreet
President Emeritus

Mickey Bitsko
Executor

Wendy Lobel
Registrar

ANOTHER MAD PREPOSTEROUS PARCHMENT

Award for Parental Survival

Presented by

THE COUNCIL OF MUDDLED MOTHERS AND FRAZZLED FATHERS

to

_____

and

_____

The honored recipients are presented this cherished award for their years of tireless effort to shield their offspring from all harm, while simultaneously resisting the temptation to kill the kid themselves.

Said recipients are entitled to display this award proudly, secure in the knowledge that they have raised a fine, upright young citizen, who may eventually show his gratitude by using some of the money he has borrowed from them to run away from home.

Tutsi Lipkin
Provost

Irving Weinberg
Intermediator

ANOTHER MAD WASTE PAPER AWARD

Acclamation

for Lifelong Perfomance of

Demeaning Household Chores

awarded to

_____

This certifies that the above named individual has endured a lifetime of parental nagging to perform endless feats of forced labor, highlighted by the carrying out of at least 10,000 tons of trash, one bagful at a time.

This further certifies that the enslaved Award Recipient has, during his or her long confinement, dusted enough furniture to fill the entire state of Montana, set enough dinner tables to feed the total equivalent of five army divisions, and made enough beds to cause all the blanket fuzz to wear off.

Mary Hartman
Grand Chamberlain

Dingle O'Toole
Maitre D'Hotel

ANOTHER MAD WASTE PAPER AWARD

THE ALLIANCE OF FAST FOOD ESTABLISHMENTS

Does Herewith Confer Upon

THE FIRST ANNUAL

CAST IRON STOMACH AWARD

With admiring disbelief, the Fast Food Alliance cites the above Awardee for heroism in devouring vast quantities of gristle and bone chip hamburger, limp French fries, onion rings breaded in sour grease, half-baked, runny pizza and something floating in a bowl of ketchup that we prefer not to identify at this time.

This certifies that the Awardee has amazed both Medical Science and the Franchised Restaurant Industry by surviving well into 1977, despite consumption of enough junk food to kill a horse.

Stan Cohen
Chief Medical Examiner

Jack Keating
Grand Vizir

ANOTHER MAD WASTE PAPER AWARD

Make-Out Certificate

(MASTERS' DIVISION)

With Unswerving Admiration
& Boundless Awe,
The Advanced Title of

"GRAND MASTER of MAKING OUT"

is Hereby Conferred Upon

The Designated Dreamboat's skill in combining the arts of Deep Sincerity and Fast Groping have enabled him to achieve success in all recognized make-out areas, such as drive-in movies, hotel linen closets, Honda campers, library stacks, warehouse loading docks, leaky canoes, service elevators and furniture store display windows.

This Certificate is Presented by Unanimous Vote of the Undersigned:

Esther Swinebush Boom-Boom Ouspenskaya Naomi Farlapp
Hortense Lasslaw Dee-Dee Wartnarger Mona Sklarr
Debbie Splashwillow Abigail LaTouche Winnie Ruth Krudl
Blanche "Doggie" Waxblox Carlotta Dropstern Fern Dittie
Angie Dreckenson Minnehaha Laughing Bear Amelia Fardrop
Wing Ho Birnbaum Selma "The Steamer" Quertus
Sarah Kimberly Zucherman, Jr. Wanda Lee Wenderman

ANOTHER MAD PREPOSTEROUS PARCHMENT

ENVIRONMENTALLY DISTURBED DEPT.

MAD'S CORPORATE ECOLOGIST OF THE YEAR

Hi! I'm **Arthur Godly,** and I've been asked to conduct another of these **ridiculous MAD interviews!** Now, let's talk to **Mr. Gregory Garble,** who we've named . . .

Mr. Garble—

Just call me, **Greg,** Arthur, baby!

Greg, what are the big corporations **doing** about **pollution!**

Le'me open the **window,** dummy, and you can **see** for **yourself!**

No . . . I mean what are you doing about **SOLVING** the problem?

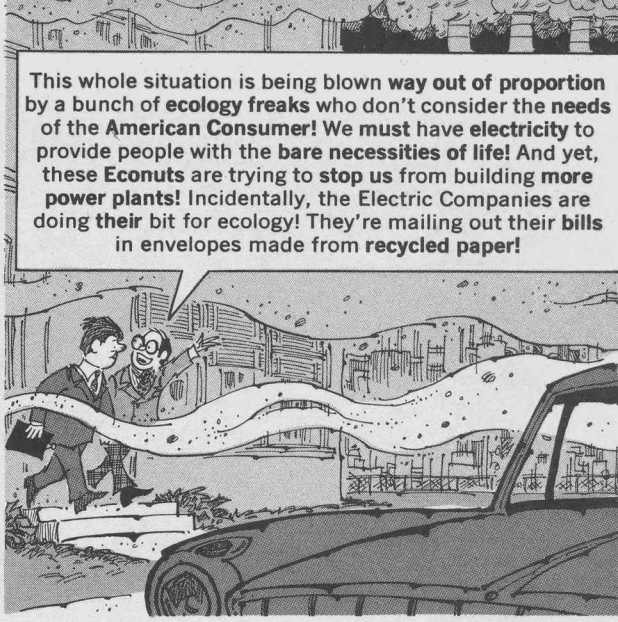
Arthur we're spending **millions of dollars!**

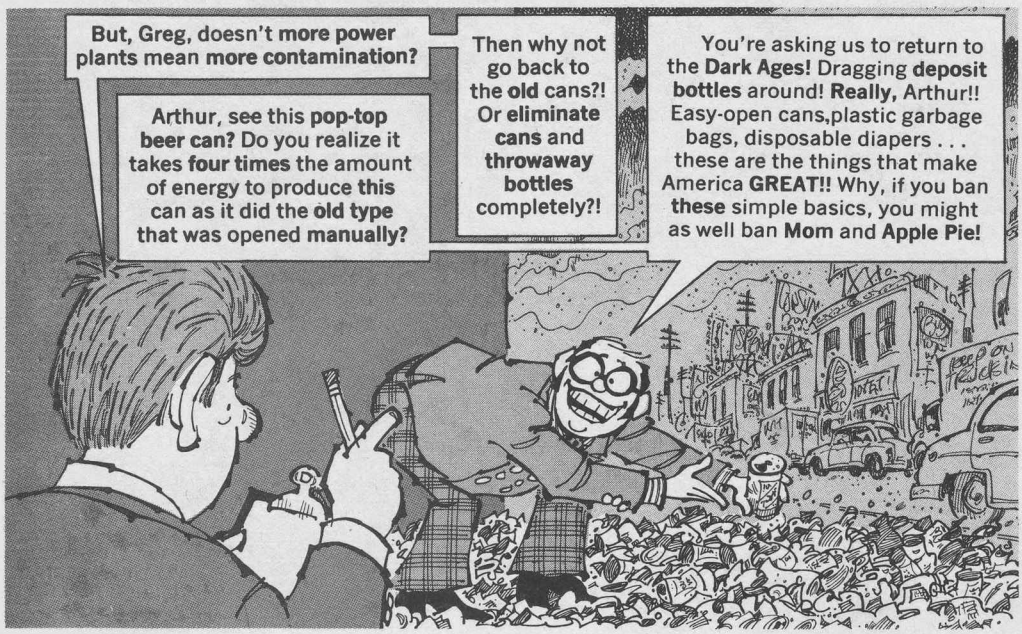
To clean up the **atmosphere?**

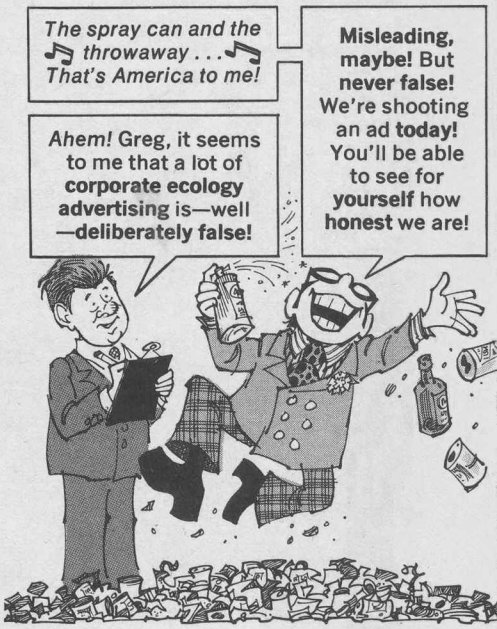
No . . . on **advertising** —to clean up the **corporate image!**

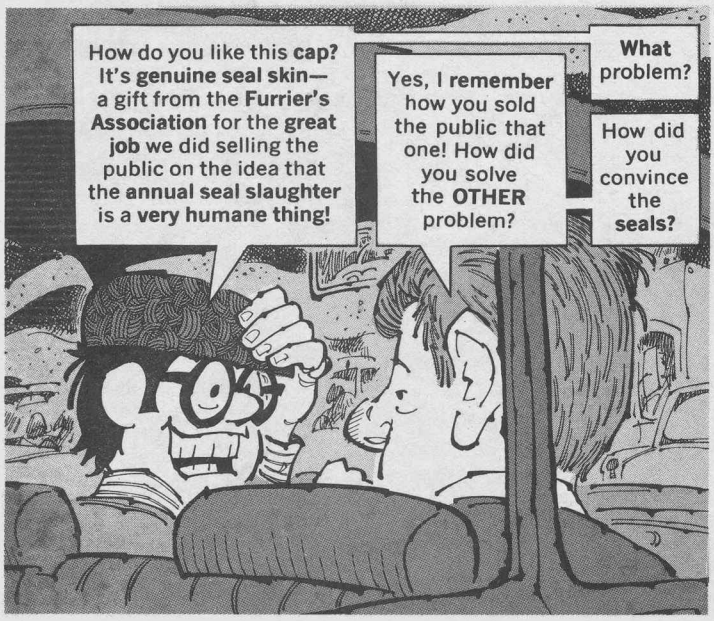
ARTIST: PAUL COKER, JR. WRITER: LOU SILVERSTONE

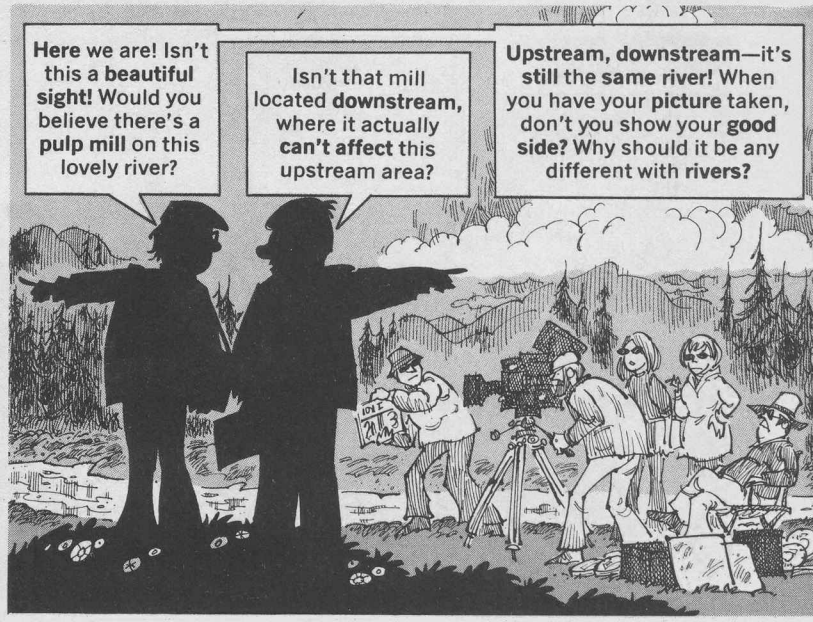
And they didn't even mention the efforts the oil companies are making on behalf of the environment!
I thought you'd never ask! At great expense, we formed the Ocean Ecology Research And Control Institute!
No, it is studying the alleged effects of alleged oil spills, and issuing reports proving there is no permanent damage to water and marine life!
What are they doing?
Oh? Is it trying to find a safer way to transport oil?

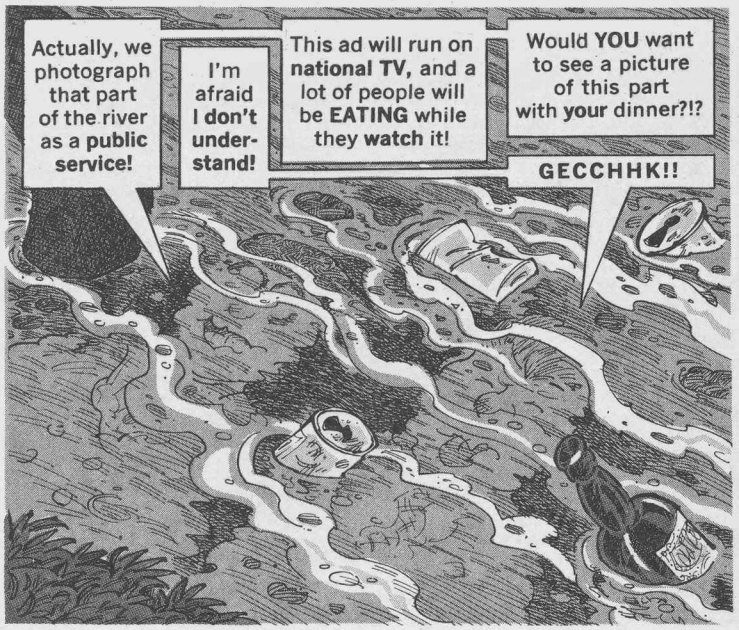

This whole situation is being blown way out of proportion by a bunch of ecology freaks who don't consider the needs of the American Consumer! We must have electricity to provide people with the bare necessities of life! And yet, these Econuts are trying to stop us from building more power plants! Incidentally, the Electric Companies are doing their bit for ecology! They're mailing out their bills in envelopes made from recycled paper!


But, Greg, doesn't more power plants mean more contamination?
Arthur, see this pop-top beer can? Do you realize it takes four times the amount of energy to produce this can as it did the old type that was opened manually?
Then why not go back to the old cans?! Or eliminate cans and throwaway bottles completely?!
You're asking us to return to the Dark Ages! Dragging deposit bottles around! Really, Arthur!! Easy-open cans,plastic garbage bags, disposable diapers . . . these are the things that make America GREAT!! Why, if you ban these simple basics, you might as well ban Mom and Apple Pie!

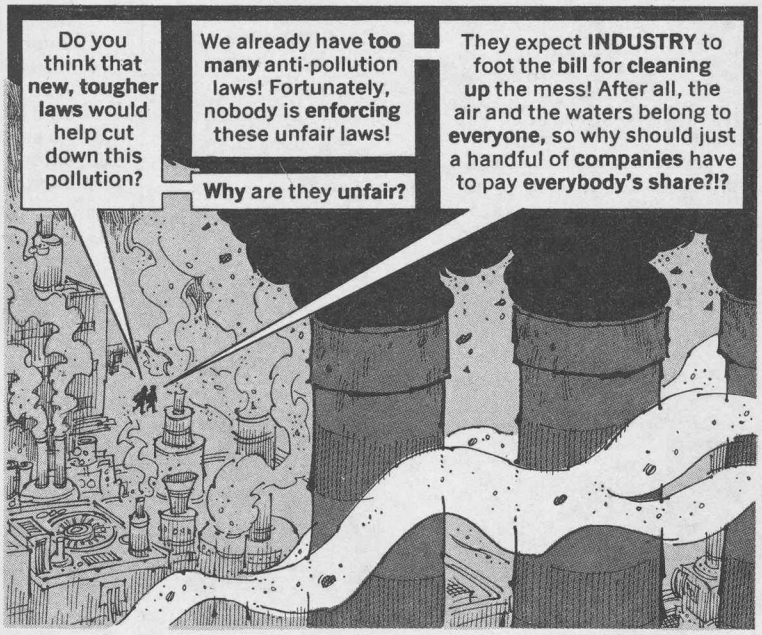

The spray can and the ♫ throwaway . . . ♫ That's America to me!
Ahem! Greg, it seems to me that a lot of corporate ecology advertising is—well—deliberately false!
Misleading, maybe! But never false! We're shooting an ad today! You'll be able to see for yourself how honest we are!

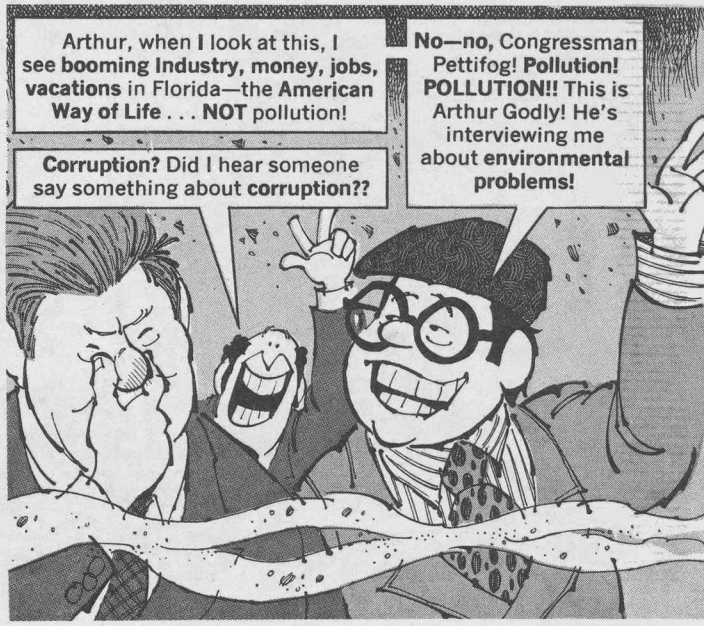

How do you like this cap? It's genuine seal skin—a gift from the Furrier's Association for the great job we did selling the public on the idea that the annual seal slaughter is a very humane thing!
Yes, I remember how you sold the public that one! How did you solve the OTHER problem?
What problem?
How did you convince the seals?


Here we are! Isn't this a beautiful sight! Would you believe there's a pulp mill on this lovely river?
Isn't that mill located downstream, where it actually can't affect this upstream area?
Upstream, downstream—it's still the same river! When you have your picture taken, don't you show your good side? Why should it be any different with rivers?

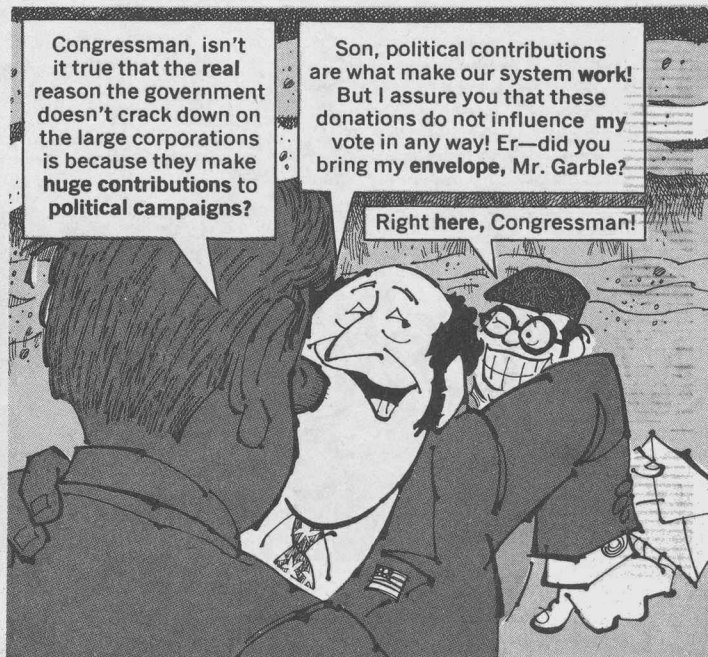

Actually, we photograph that part of the river as a **public service!**
I'm afraid **I don't understand!**
This ad will run on **national TV,** and a lot of people will be **EATING** while they **watch** it!
Would **YOU** want to see a picture of this part with **your** dinner?!?
GECCHHK!!

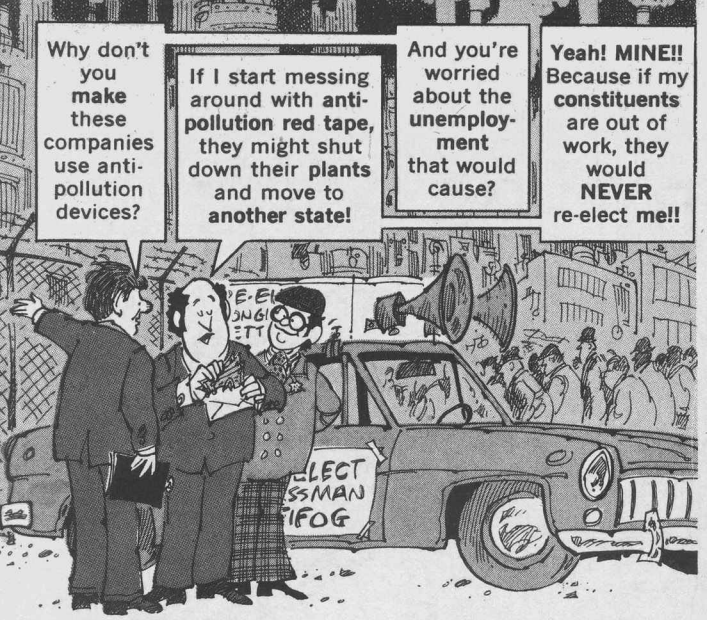
GESUNDHEIT!
Why doesn't this company have a **water purifying** system?
Arthur, baby, they have the **latest** and **best** equipment **available!**
You mean that **garbage** being dumped into the water has been **cleaned?**
No, they purify the water they take **out** of the river to use in **manufacturing**—not the sludge they **dump back!** That would be **much too expensive!**

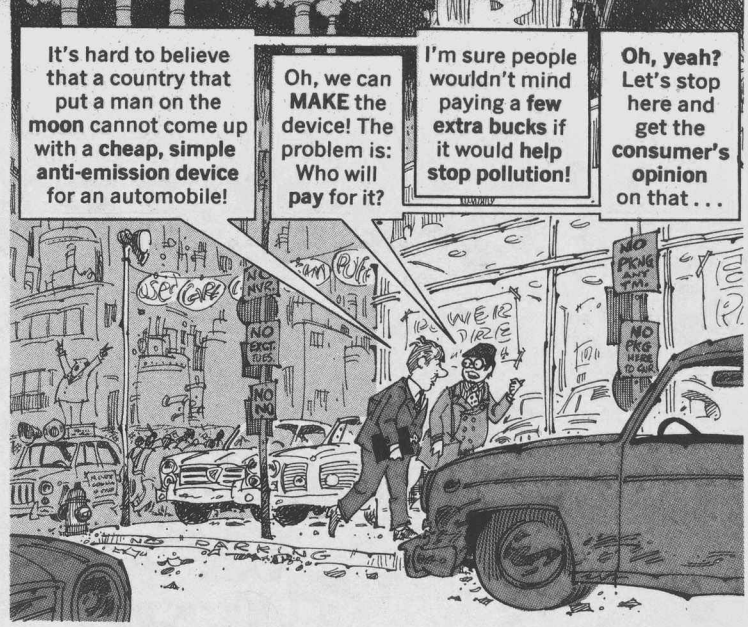

Do you think that **new, tougher laws** would help cut down this pollution?
We already have **too many** anti-pollution laws! Fortunately, nobody is **enforcing** these unfair laws!
Why are they **unfair?**
They expect **INDUSTRY** to foot the **bill** for **cleaning up** the mess! After all, the air and the waters belong to **everyone,** so why should just a handful of **companies** have to pay **everybody's share?!?**


Arthur, when **I** look at this, I see **booming Industry, money, jobs, vacations** in Florida—the **American Way of Life . . . NOT** pollution!
Corruption? Did I hear someone say something about **corruption??**
No—no, Congressman Pettifog! **Pollution! POLLUTION!!** This is Arthur Godly! He's interviewing me about **environmental problems!**

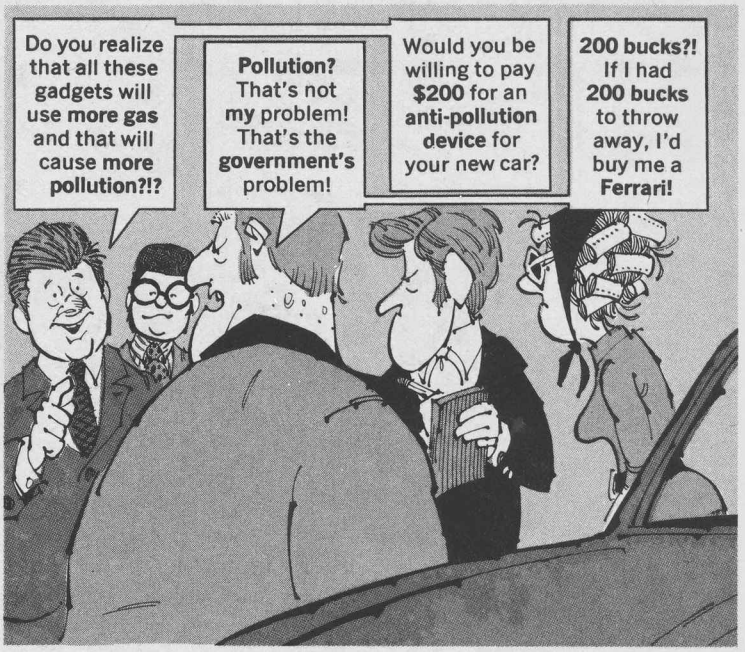
Always a pleasure to meet a gentleman of the Press! **I'm** all for ecology, **too!** I want to **eliminate** all the **dirt** and **filth** that blights our land!
You mean you want to **shut down** all these **factories?**
What are you . . . some kind of **Pinko?!?** I'm talking about the **REAL** pollution problem—the **dirty Hippies!** I say we throw 'em all in **jail** and give 'em all **haircuts** and **baths! THEN** America'd be **beautiful** again!

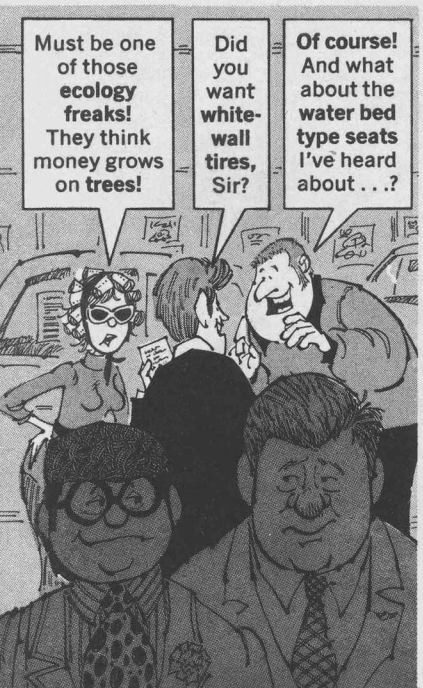

Congressman, isn't it true that the **real** reason the government doesn't crack down on the large corporations is because they make **huge contributions** to **political campaigns?**
Son, political contributions are what make our system **work!** But I assure you that these donations do not influence **my** vote in any way! Er—did you bring my **envelope,** Mr. Garble?
Right **here,** Congressman!

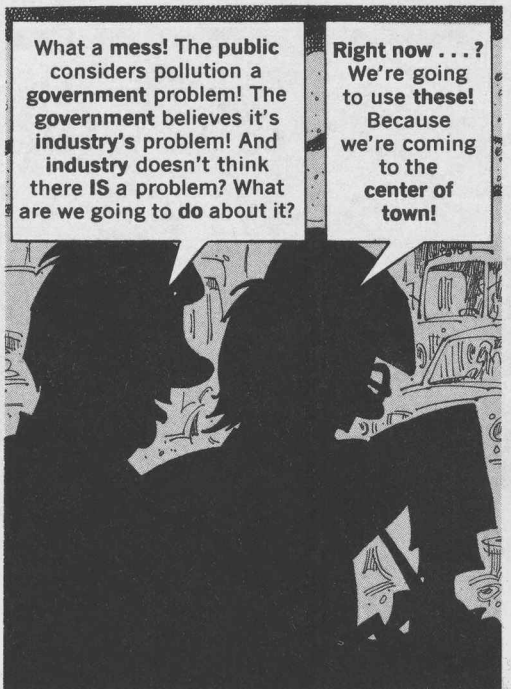

Why don't you **make** these companies use anti-pollution devices?
If I start messing around with **anti-pollution red tape**, they might shut down their **plants** and move to **another state!**
And you're worried about the **unemployment** that would cause?
Yeah! MINE!! Because if my **constituents** are out of work, they would **NEVER** re-elect **me!!**

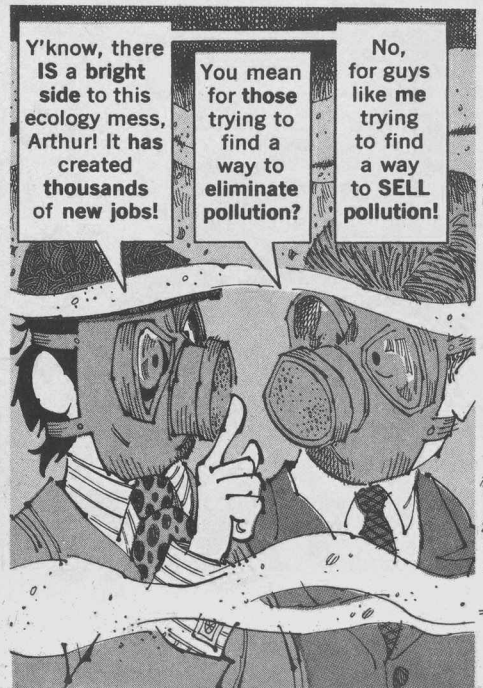

It's hard to believe that a country that put a man on the **moon** cannot come up with a **cheap, simple anti-emission device** for an automobile!
Oh, we can **MAKE** the device! The problem is: Who will **pay** for it?
I'm sure people wouldn't mind paying a **few extra bucks** if it would **help stop pollution!**
Oh, yeah? Let's stop here and get the **consumer's opinion** on that . . .

We want **air conditioning,** power **brakes** and power **steering,** push-button **windows** . . .
How about an **AM-FM radio,** and a **stereo tape deck?**
Great! Er . . . do you make a **built-in hair dryer?**


Do you realize that all these gadgets will use **more gas** and that will cause **more pollution?!?**
Pollution? That's not **my** problem! That's the **government's** problem!
Would you be willing to pay **$200** for an **anti-pollution device** for your new car?
200 bucks?! If I had **200 bucks** to throw away, I'd buy me a **Ferrari!**

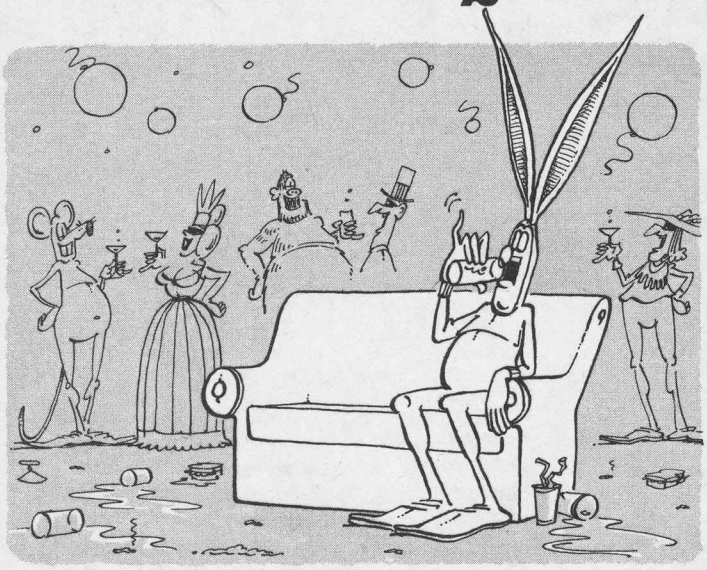

Must be one of those **ecology freaks!** They think money grows on **trees!**
Did you want **white-wall tires,** Sir?
Of course! And what about the **water bed type seats** I've heard about . . .?

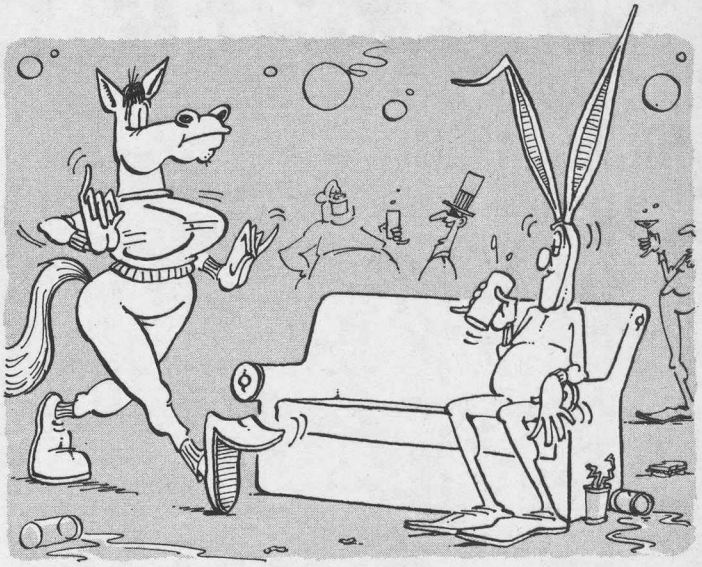

What a **mess!** The **public** considers pollution a **government** problem! The **government** believes it's **industry's** problem! And **industry** doesn't think there **IS** a problem? What are we going to **do** about it?
Right now . . .? We're going to use **these!** Because we're coming to the **center of town!**

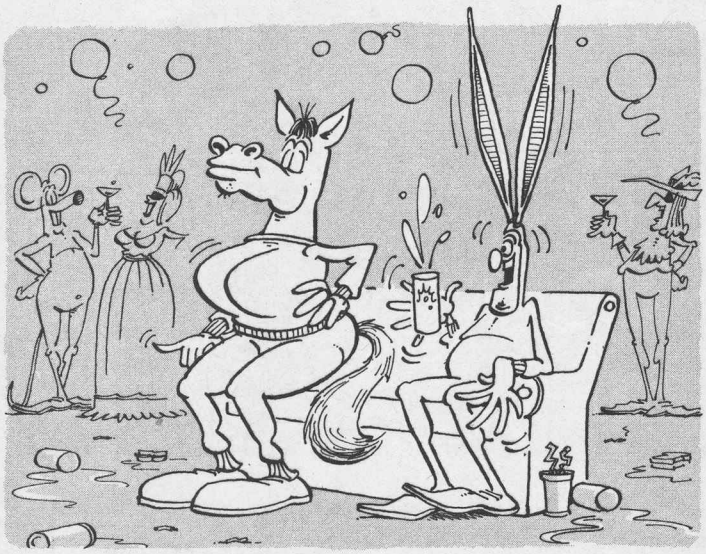

Y'know, there **IS a bright side** to this ecology mess, Arthur! It **has** created **thousands** of **new jobs!**
You mean for **those** trying to find a way to **eliminate pollution?**
No, for guys like **me** trying to find a way to **SELL pollution!**

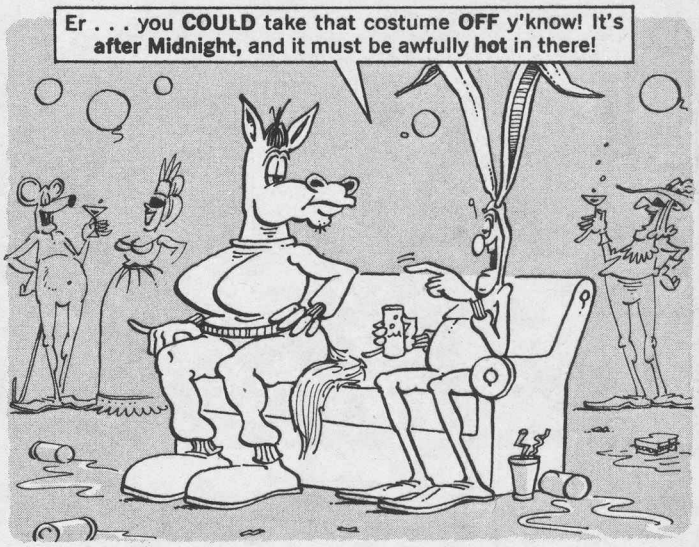
DON MARTIN DEPT. PART III

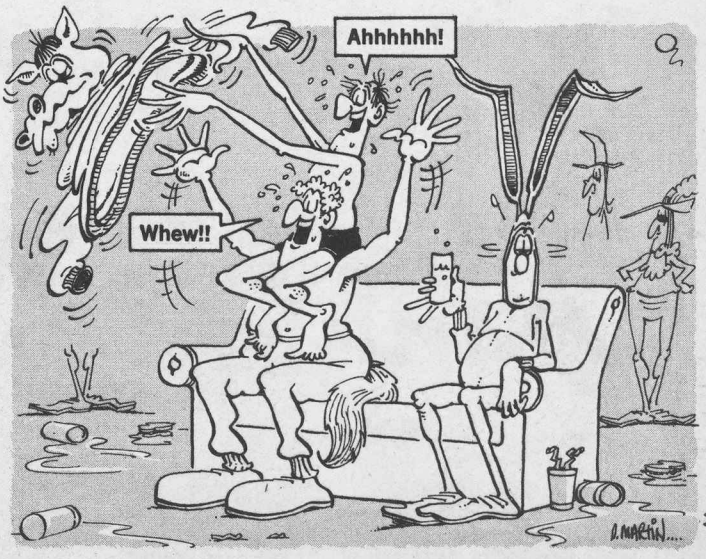
ONE EVENING AT A MASQUERADE PARTY









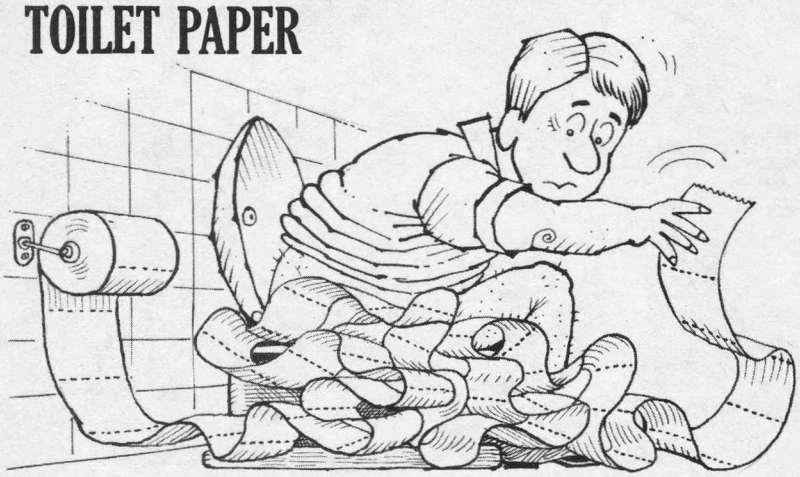


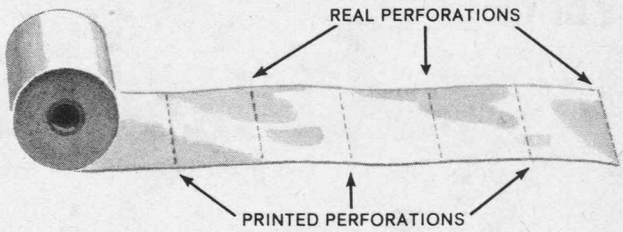
A WORSE MOUSETRAP DEPT.

The big corporations have always depended upon "Planned Obsolescence", the calculated rapid breakdown in acceptable design and performance of their products, to keep their coffers filled. Planned Obsolescence boosts sales and profits by insuring quick replacement of worn-out or outmoded items. Recently, consumer crusaders

PLANNED OBSOLESCENCE

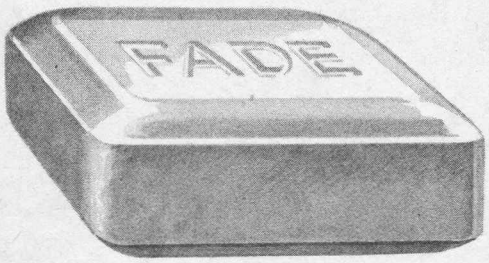
TOILET PAPER



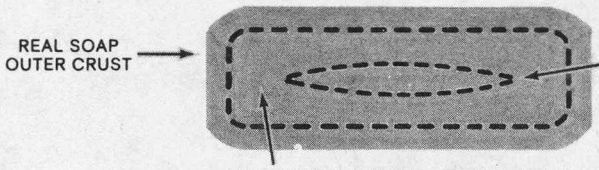


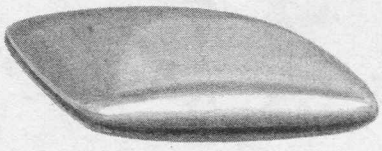
Careful examinations have disclosed that perforations alternate between real ones and phony ones. Phony ones are only printed on. Thus, when consumer gives normal yank, five feet of tissue cascades onto floor. Since consumer never suspects real reason, he vows time and again to be more careful next time. Of course, tissue on floor is discarded...and roll goes fast that way.

SOAP

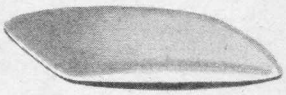


NEWLY UNWRAPPED





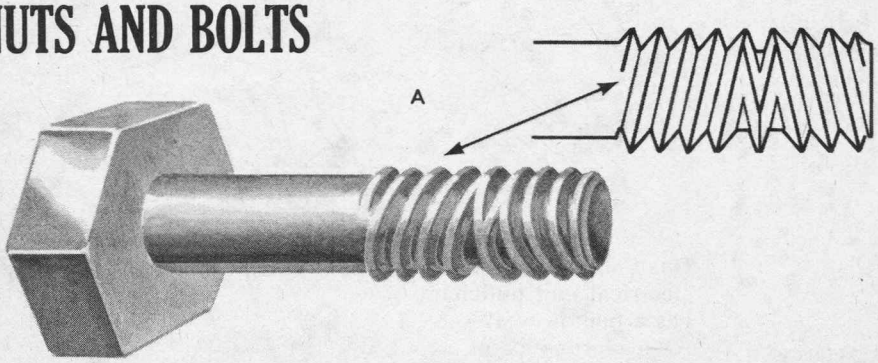
2 DAYS LATER



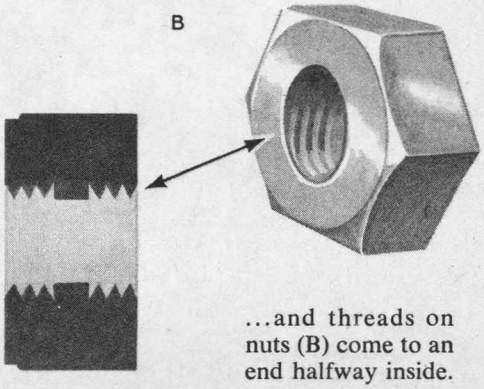
5 DAYS LATER

Most bars of soap will turn into slivers in about 5 days whether soap is used or not. This is due to presence of "fast evaporating soap compound"—located between normal outer crust and inner sliver—which is dissolved by air.

NUTS AND BOLTS



Many ordinary nuts and bolts are virtually useless. For example, threads on bolts (A) are manufactured so that they cannot work with any ordinary nuts...



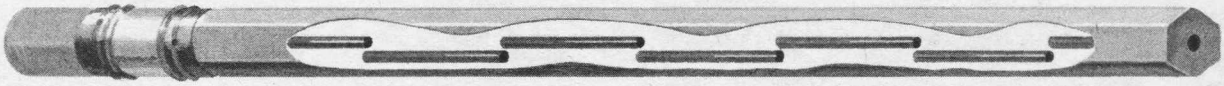
...and threads on nuts (B) come to an end halfway inside.

like Ralph Nader have been exposing the despicable practice of Planned Obsolescence in the automobile and appliance fields. But the use of Planned Obsolescence in less spectacular, but no less important products, that the average consumer cannot do without, has been totally ignored. And so, to fill the gap, here's a MAD report on

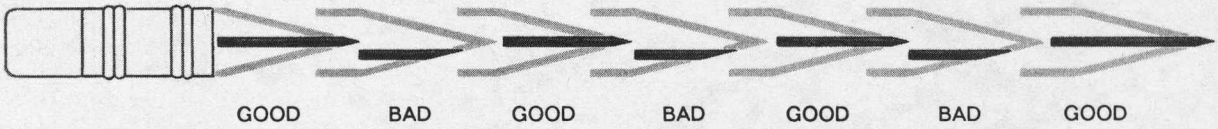
IN EVERYDAY PRODUCTS

ARTIST & WRITER: AL JAFFEE

PENCILS

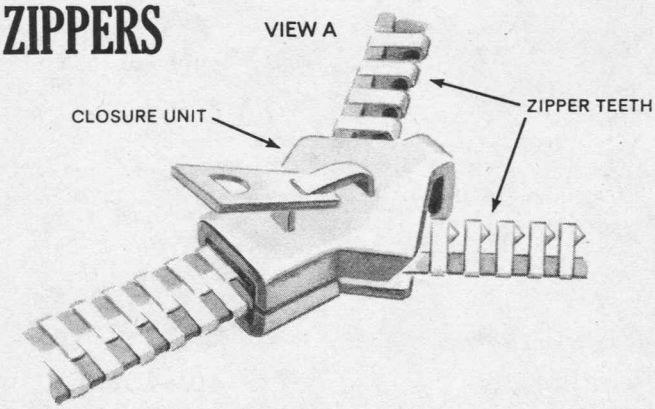


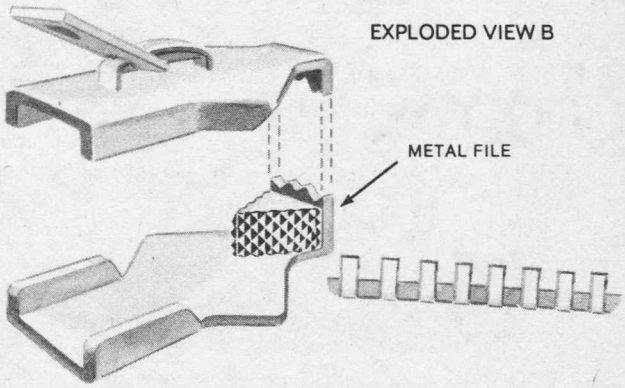
Investigation shows how lead is placed in many pencils today, and the kinds of points you get when you sharpen them.



Note that every other point is bad. As a result, when the consumer sharpens pencil, he keeps doing it until he gets a good point. Thus, he uses up this pencil twice as fast as a well-made one, and the sharpener is usually blamed.

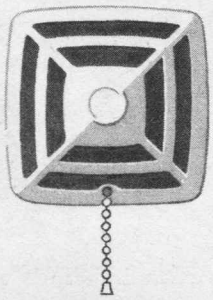
ZIPPERS



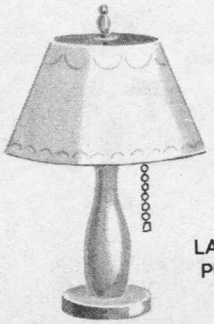


The zipper is so foolproof that it could be made to last forever. But what good would that be? So, as in exploded view (B) above, we see how a carefully placed metal file in every closure unit goes to work on the zipper teeth as it moves up and down over them, wearing them out quickly. This causes gapping, jamming and—best of all—*replacing!*

ELECTRICAL UNIT PULLCHAINS

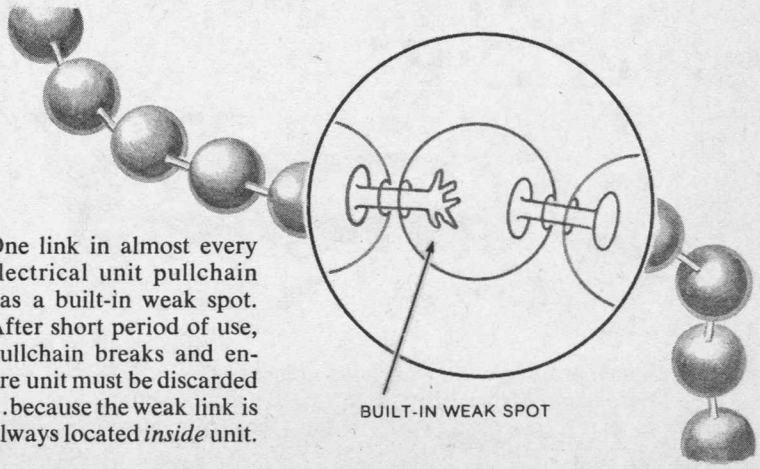


EXHAUST FAN PULLCHAIN

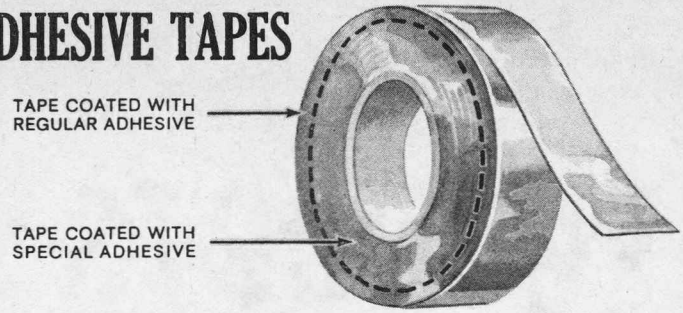


LAMP SOCKET PULLCHAINS

One link in almost every electrical unit pullchain has a built-in weak spot. After short period of use, pullchain breaks and entire unit must be discarded ...because the weak link is always located *inside* unit.

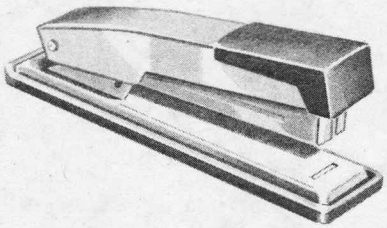


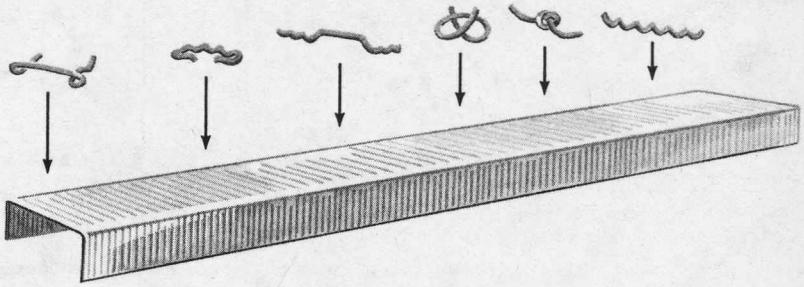
ADHESIVE TAPES



First three feet of most adhesive tapes are coated with the normal adhesive and unrolled easily. But after that, a special adhesive is used which has been designed to stick best to tape itself. This makes it virtually impossible to remove more than one inch of tape at a time, and the disgusted consumer, thinking it's just old, buys new roll.

STAPLES

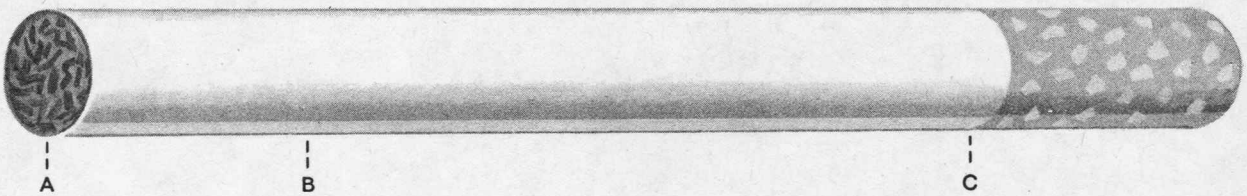




Most bars of staples look perfectly innocent. But every third staple is actually made of soft, inferior wire that can't penetrate even one sheet of paper. It simply turns into one of the grotesque shapes shown and is discarded.

CIGARETTES

Most new long cigarettes actually burn down more quickly than old shorter types, thanks to specially-developed tobacco.

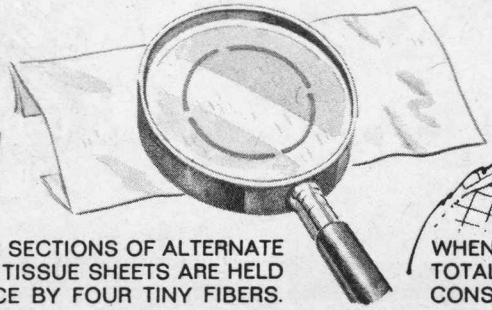


TOBACCO BETWEEN "A" AND "B" IS REGULAR SLOW-BURNING KIND

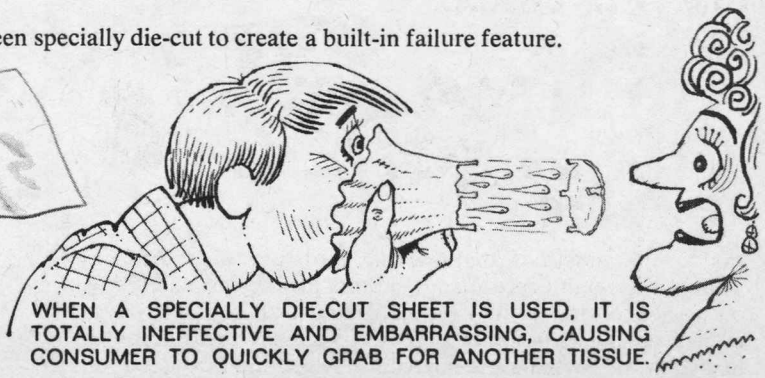
TOBACCO BETWEEN "B" AND "C" IS SPECIALLY-DEVELOPED NEW TYPE (IMPREGNATED WITH PARTICLES OF GUN POWDER) WHICH BURNS DOWN IN A SPLIT SECOND SO CONSUMER QUICKLY LIGHTS UP ANOTHER ONE.

FACIAL TISSUES

Alternate sheets of many brands of facial tissues have been specially die-cut to create a built-in failure feature.

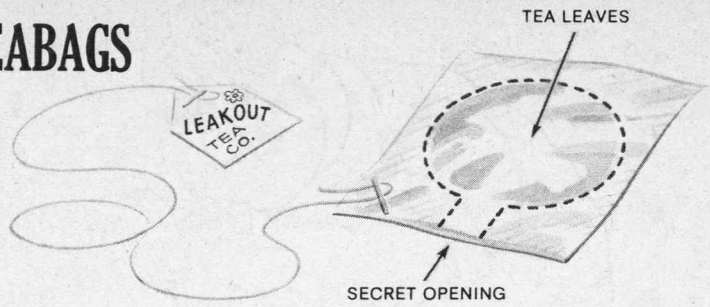


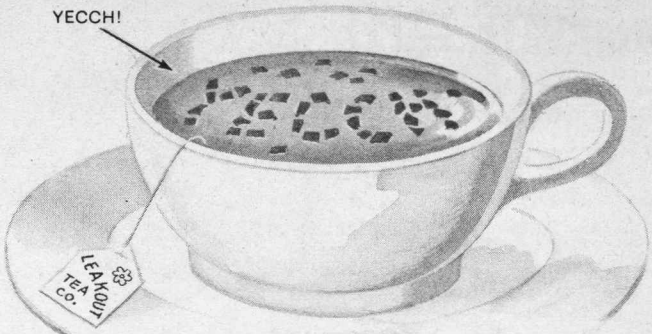
CENTER SECTIONS OF ALTERNATE FACIAL TISSUE SHEETS ARE HELD IN PLACE BY FOUR TINY FIBERS.



WHEN A SPECIALLY DIE-CUT SHEET IS USED, IT IS TOTALLY INEFFECTIVE AND EMBARRASSING, CAUSING CONSUMER TO QUICKLY GRAB FOR ANOTHER TISSUE.

TEABAGS

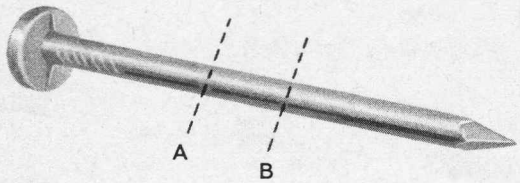


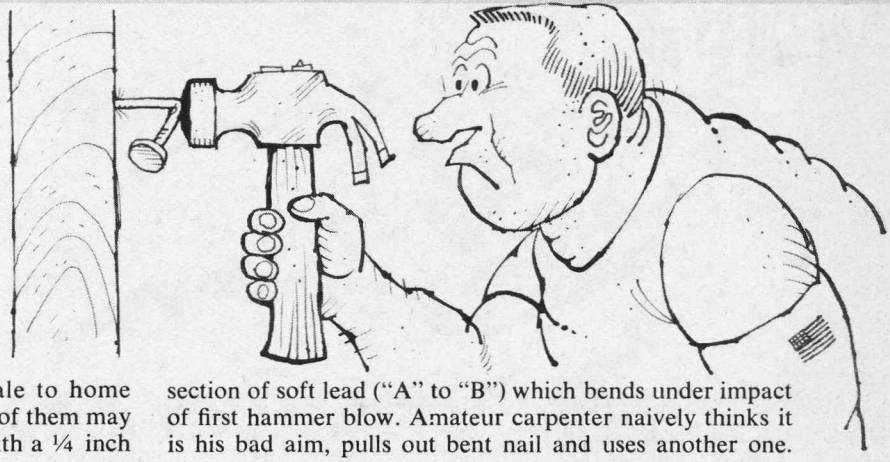


Many teabags are made with secret openings that are cleverly concealed to prevent discovery by inspection. These openings are sealed with a non-toxic glue that dissolves in hot water.

When secret opening is unsealed, tea leaves escape into the water, and unwary consumer is forced to dump it out and start all over with a new tea bag.

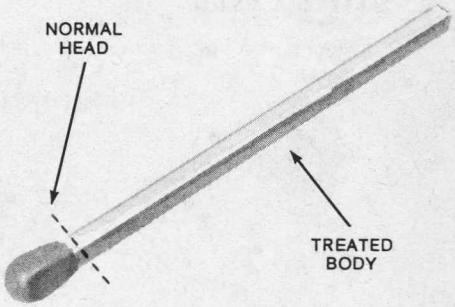
NAILS





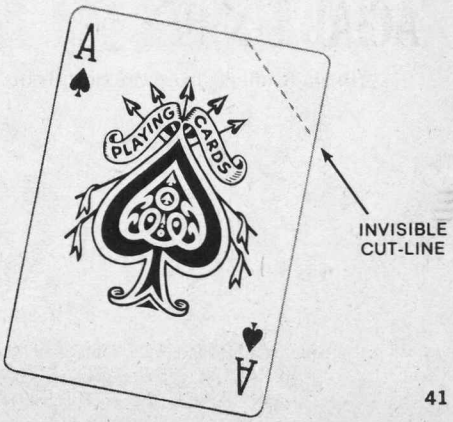
A close scrutiny of the nails offered for sale to home workshop buffs reveals that a high percentage of them may look normal but are actually manufactured with a ¼ inch section of soft lead ("A" to "B") which bends under impact of first hammer blow. Amateur carpenter naively thinks it is his bad aim, pulls out bent nail and uses another one.

MATCHES



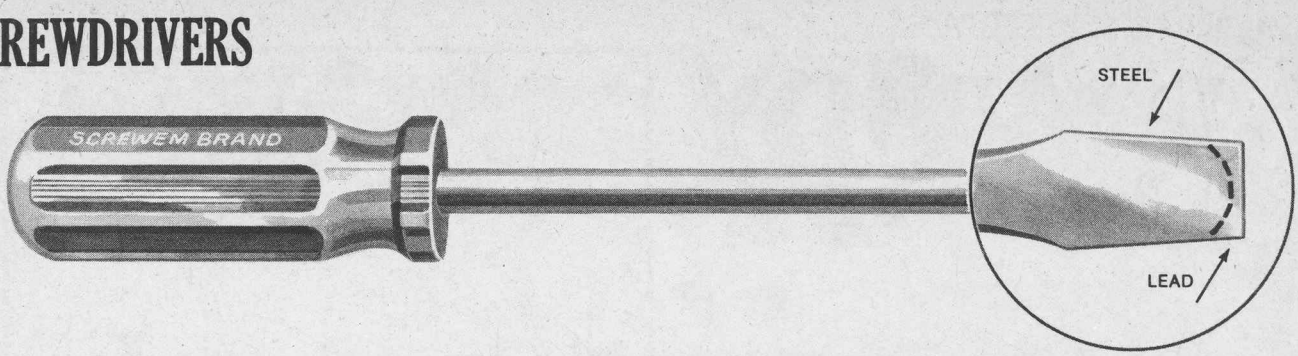
Many matches when struck, spark, sputter and then go out. User thinks match is wet and takes another one! Actually, match has been treated with a flameproof chemical! A box of 50% bad matches like these gets used up mighty fast.

PLAYING CARDS



It's a well-known fact that one bad card ruins an entire deck. That is why many card manufacturers place invisible cut-lines on corners of one or two cards in each deck. Corners break off after a few short hours of play. Card players attribute breaks to clumsy oaf partners and innocently go out and buy new decks.

SCREWDRIVERS



Today, many screwdrivers are made with a soft lead tip so it looks like it has a clean, square edge before use. But after one use, tip ends up looking like rounded fingernail ...and is about equally as effective for driving screws.

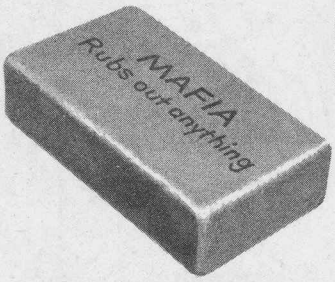
SANDPAPER

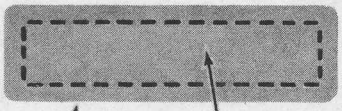
ENLARGED CROSS-SECTION OF NORMAL SANDPAPER AFTER TEN MINUTES USE

ENLARGED CROSS-SECTION OF PLASTIC SANDPAPER AFTER TEN MINUTES USE

Normal sandpaper is made with tiny particles of ordinary sand which has sharp cutting edges that last a reasonable time. Many companies are turning out sandpaper made with tiny particles of simulated sand (plastic) which wears flat in no time. Buyer must replace it or wear himself down faster than he'll ever wear down what he's sanding.

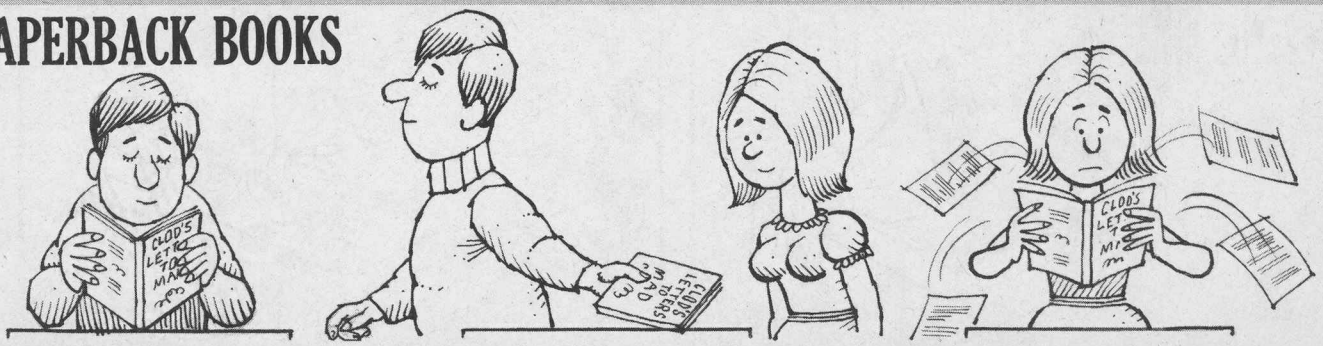
RUBBER ERASERS





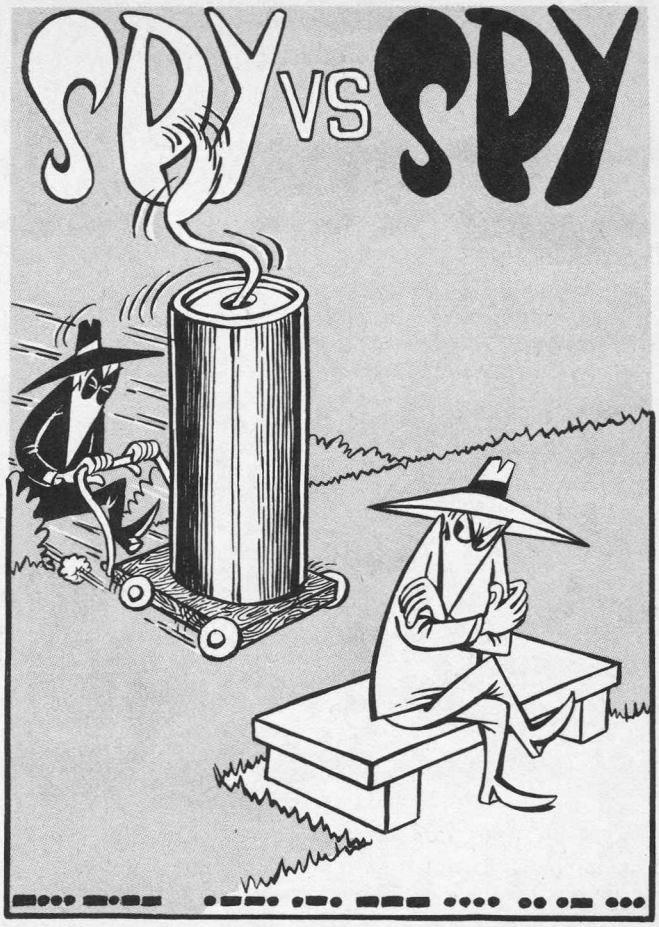
In appearance and use, many rubber erasers seem perfectly normal ...for a while! But when the ¼ inch layer of "live" rubber is worn off, the hard rubber core renders the rest of the eraser totally useless.

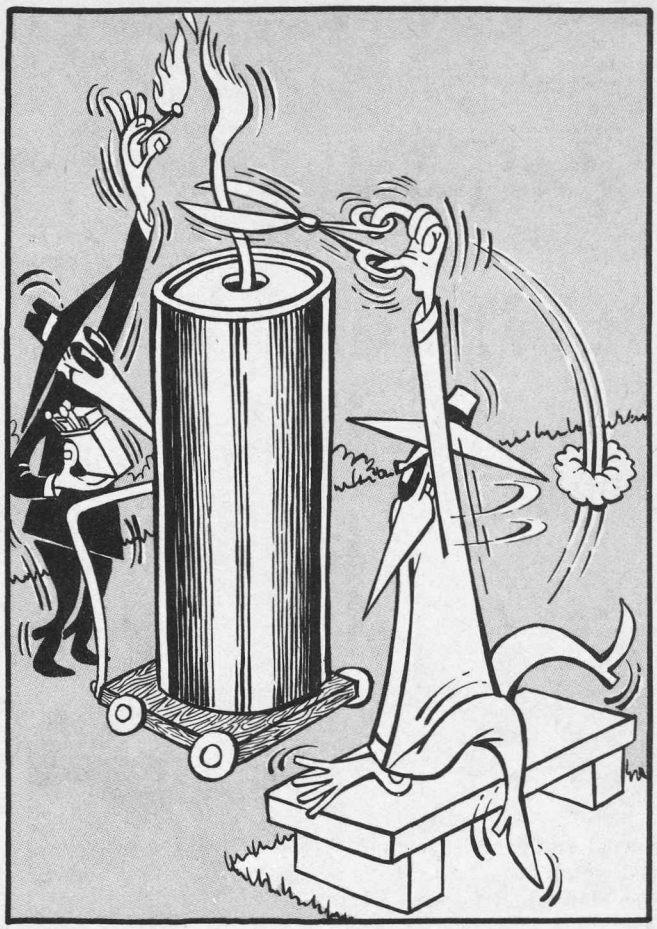
PAPERBACK BOOKS

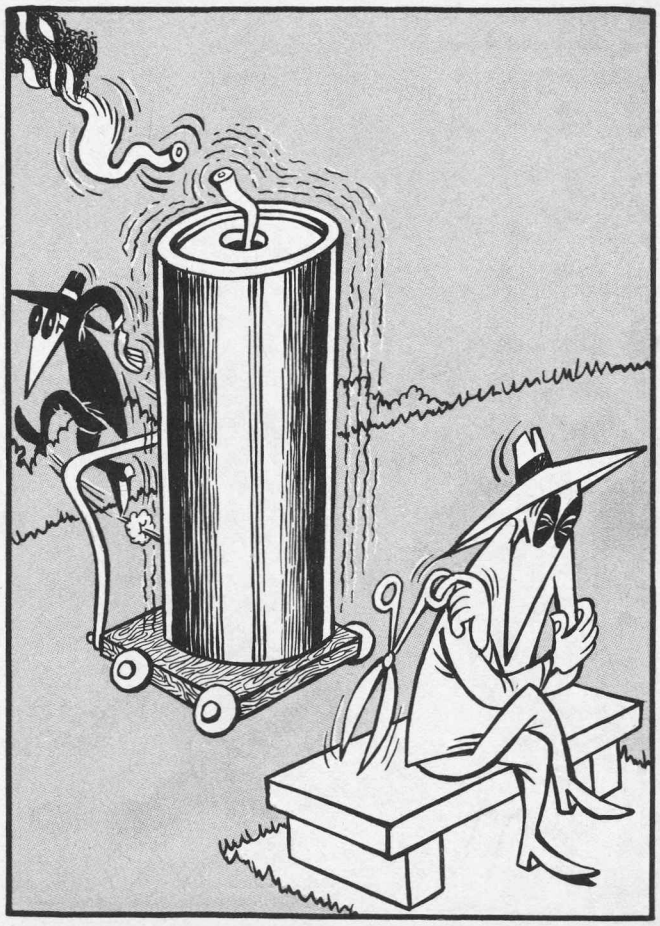


Most paperback book publishers equip their products with special "one-use" bindings made from rigid-drying glue which limit books to one reader. When buyer first opens the book and turns the pages, binding is broken half-way. When book is closed, binding is broken rest of the way. The next time the book is opened, all the pages fall out.

JOKE AND DAGGER DEPT. PART II







REFRAIN IN THE NECK DEPT.

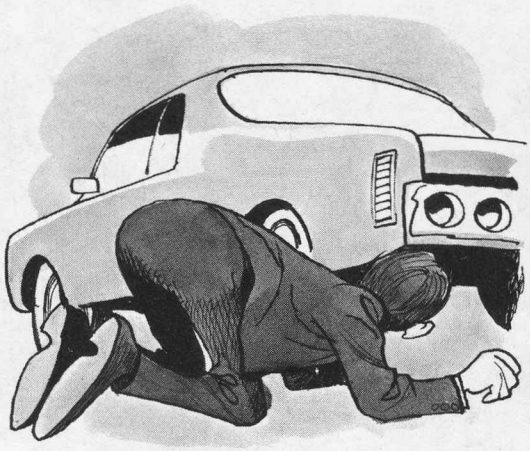
When it comes to the big problems in life—things like Vietnam and poverty and pollution—you can be sure someone's written a protest song. But what about the little things, those minor annoyances that get

Protest Songs for Life'

ARTIST: BOB CLARKE

Where Have All The Light-Bulbs Gone?

(Sung to the tune of *"Where Have All The Flowers Gone?"*)



Where have all the light-bulbs gone?
Short time bur-ur-ning—
Where have all the light-bulbs gone?
I'm in the dark;
Where have all the light-bulbs gone?
I'll buy some more 'cause they have blown;
I'll drive over to the store;
I'll drive over to the store.

Where has the transmission gone
In my Malibu?
Where has the transmission gone?
My car won't move;
Where has the transmission gone?
I'll get the dealer on the phone;
I'll call him up from the house;
I'll call him up from the house.

Why is there no dial tone
When I'm dialing?
Why is there no dial tone?
My line is dead;
Why is there no dial tone?
I'll use the outdoor telephone;
It's only across the street;
It's only across the street.

Lament For The Average Man

(Sung to the tune of *"I'd Like To Teach The World To Sing"*)

I'd like to get a picture tube
When buying a TV,
Which doesn't blow two days beyond
It's one-year guarantee;
I'd like to catch a bus one day
Where I don't lose my mind,
To wait forever till it comes
With seven more behind.

I'd like a rear seat in a car
Built "for a family,"
With leg room that will fit a kid
Who's more than 4 foot 3;
But most of all I'd like a song
That doesn't have to be
A tune that's just a free plug for
Some soft-drink company.

That's the way it is—
In our world of today;
Yes, I'm sorry to say,
That's the way it is.

under our skin and bug us from day to day? Isn't it about time that someone came up with songs that protest against them? You don't think so? That's too bad, because MAD is now offering this selection of

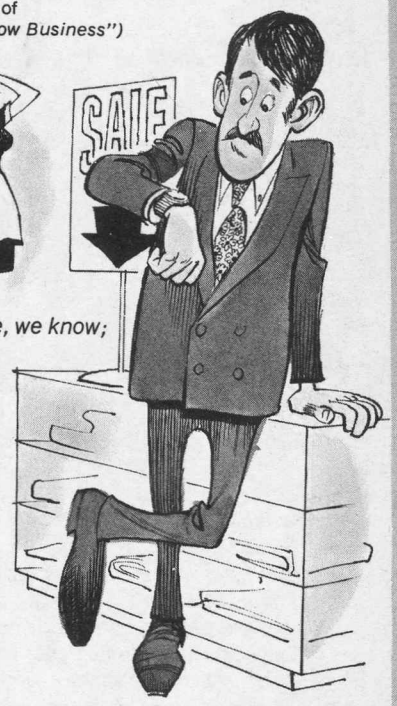
s Everyday Complaints

WRITER: FRANK JACOBS

Where has all my money gone
While I'm walking there?
Where has all my money gone?
I've just been mugged;
Where has all my money gone?
Gone with bulbs and car and phone;
Oh, when will I ever learn?
Oh, when will I ever learn?

There's No Service Like No Service

(Sung to the tune of
"There's No Business Like Show Business")

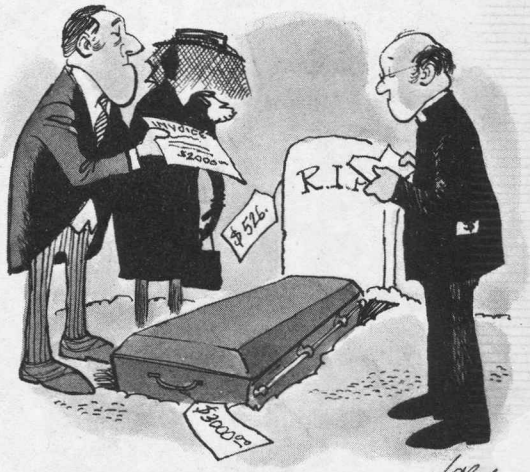


There's no service like no service like no service, we know;
If you want your waitress's attention,
When you're famished on a business trip,
She won't show the slightest comprehension,
Until you mention
How much you'll tip.

There's no people like sales people;
In stores . . . they all lay low—
When you shop today for almost any-thing,
You wait for hours like a ding-a-ling—
Then the store cop kicks you out for loi-ter-ing;
And so—
Homeward you go.

Hymn For A Hospital Patient

(Sung to the tune of
"They Call the Wind Maria")



The doctors say I'm well today
And yet I still perspire—
I tell the nurse
I'm feeling worse
'Cause the bills are getting higher;
They're higher!
They're higher!
The bills are so much higher!

They make it plain to live with pain
Is something to admire—
So I endure
My temperature
That the bills are making higher;
They're higher!
They're higher!
Each day the bills get higher!

The man next door is here no more;
He's with the angel choir;
He's gone bye-bye
Up to the sky,
But his bills went up much higher;
Much higher!
Way higher!
His bills are much, much higher!

The Cobwebs In Your Mind

(Sung to the tune of
"Gentle On My Mind")

It's turnin' on your radio and hearin' songs like this one played all day,
With lyrics with no meaning that run on and on and on and on and on;
And it's wond'rin' why you sit there like a chloroformed opossum
Who is numb down from his head to his behind,
And you know you're goin' no-where 'cause you're in a stupor, dum-dum,
From those songs that put those cobwebs in your mind.

And it's turnin' on your TV set and lookin' at those talk shows every night
Hearin' Zsa Zsa tellin' Johnny what her sister said to Merv the week before;
And it's Cavett with a yoga who the night before met Susskind
And who Buckley thinks is radically inclined;
And you sprawl there on your sofa like a lump of old salami
From those shows that put those cobwebs in your mind.

And it's watchin' ninety football games a season, missin' not a single play,
Hearin' Gifford spout statistics 'bout some flanker who had acne at Tulane;
And it's lookin' for a third time at a replay of the coin toss
When the referee his quarter he can't find;
And you plop there at your boob-tube like a half-cooked mashed potato
From those games that put those cobwebs in your mind.

Lost In A Giant Supermarket Blues

(Sung to the tune of
"By The Time I Get To Phoenix")

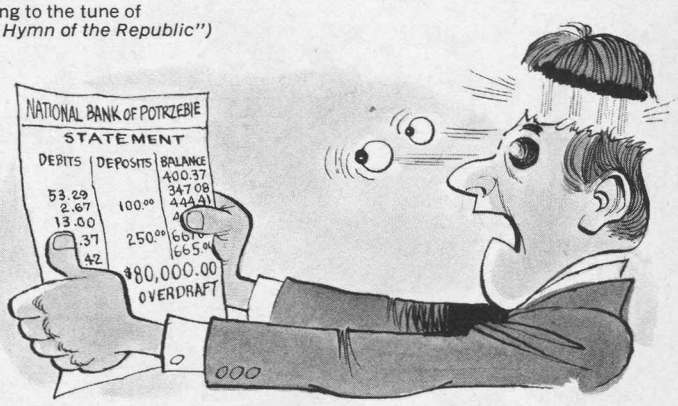
By the time I find the Kleenex I'll be eighty;
My long white beard will be hangin'. . . to the floor;
I've roamed up and down these aisles until I'm achin'—
Folks must think I've made my home here in the store.

By the time I find the Brillo I'll be ninety;
For Campbell's Mushroom Soup I've looked far and wide;
I'll stagger 'round the place . . . till I'm findin'
where they hide
The Tide.

By the time I find the All-Bran I won't need it;
In my wheel-chair . . . I'll search for Tetley Tea;
Till at least . . . all those clerks will come a-runnin'—
Oh, what a happy day that's gonna be—
They'll all notice me—
I'll have died, you see.

The Anti-Automation Anthem

(Sung to the tune of
"The Battle Hymn of the Republic")



Mine eyes have seen the folly of the automated age,
Where computers write the checks and put employers in a rage,
When they find that their employees have been paid a triple wage;
The bugs are still not gone!

Glory, glory, you can't trust 'em,
Though you fix 'em and adjust 'em—
Better take an axe and bust 'em;
The bugs are still not gone!

They do the work in banks that in the past was done by hand;
Each deposit and withdrawal they are geared to understand;
Then you get a note that says you're overdrawn by 80 grand;
The bugs are still not gone!

Glory, glory, you can't trust 'em,
Though you fix 'em and adjust 'em—
Better take an axe and bust 'em;
The bugs are still not gone!

Moan For A Movie-Goer

(Sung to the tune of
"Blowing In The Wind")

How many scenes must a man have to see
Where some creep goes berserk with a whip?
Yes, how many scenes must a man have to see
Where some guy runs around in a slip?
Yes, how many scenes must a man have to see
Where some goon makes his grandmother strip?
The "X" films, my friend, they bring the money in;
The "X" films, they bring the money in.

How many scenes must a man have to see
Full of symbols he can't comprehend?
Yes, how many scenes must we see of a fly
That crawls 'round from beginning to end?
Yes, how many films must we have to endure
While we live through this avant-garde trend?
The art films, my friend, the critics say are "in",
The art films, the critics say are "in."

How many films must the world have to see
That are filled with this mind-warping rot?
Yes, how many films must the world have to see
Till there's one with a point to the plot?
Yes, how many films must the world have to see
Till we're sick of the ones that we've got?
The struggle, my friend, is one we'll never win;
The struggle is one we'll never win.

They count your inventory in the business you maintain,
And they make up all your shipments, which may cause a sudden pain,
When they send 12 gross of girdles to a five-year-old in Maine;
The boo-boos still aren't gone!

Glory, glory, you can't trust 'em,
Though you fix 'em and adjust 'em—
Better take an axe and bust 'em;
The bugs are still not gone!

The MAD Reader's Dirge

(Sung to the tune of
"My Bonnie Lies Over The Ocean")

The movie by Siegel is boring;
The piece by Tom Koch can't be read;
Those pages by Berg we're ignoring—
His "Lighter Side's" heavy as lead.

Yecch, Mad! Yecch, Mad!
That's when protestors, agree, agree—
Yecch, Mad! Yecch, Mad!
That's when protestors agree.

The cover by Mingo's no bonus;
The Silverstone piece is a sin;
We simply can't stand Aragonés;
And Jaffee should be folded in.

Yecch, Mad! Yecch, Mad!
That's when protestors, agree, agree—
Yecch, Mad! Yecch, Mad!
That's when protestors agree.

We're up to our necks with Jack Davis,
With Dick De Bartolo as well;
From Torres and Clarke someone save us;
And please don't bring up Max Brandel.

Yecch, Mad! Yecch, Mad!
That's when protestors, agree, agree—
Yecch, Mad! Yecch, Mad!
That's when protestors agree.

Don't plague us with Kogen and Coker;
Don't ruin our day with Stan Hart;
Don Martin's at best mediocre;
And Drucker needs courses in art.

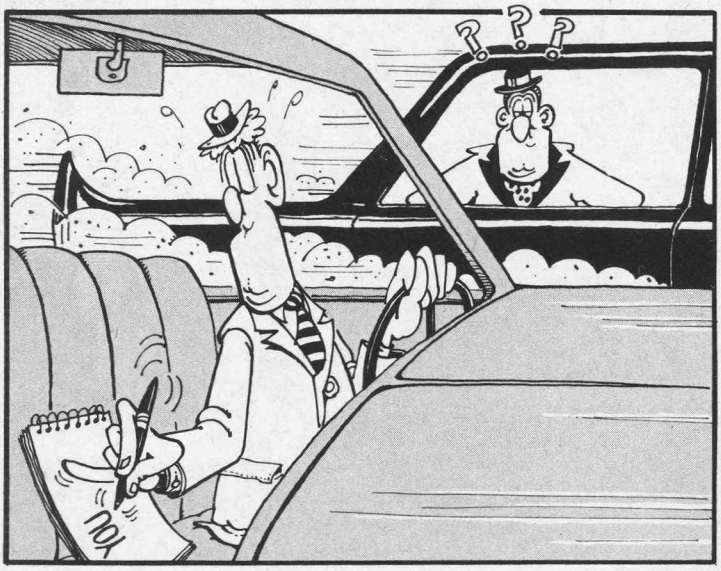
Yecch, Mad! Yecch, Mad!
That's when protestors, agree, agree—
Yecch, Mad! Yecch, Mad!
That's when protestors agree.

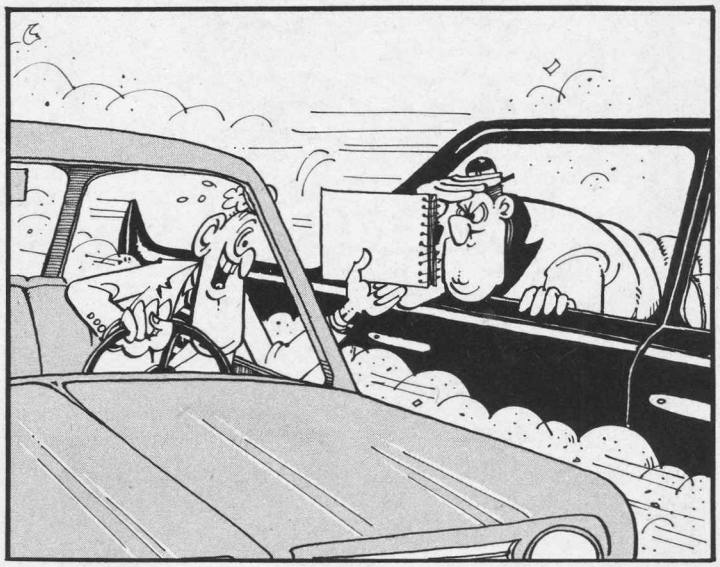
We hope from Rickard you will free us;
And Woodbridge makes everyone curse;
As sick as we are of Prohias,
These verses by Jacobs are worse.

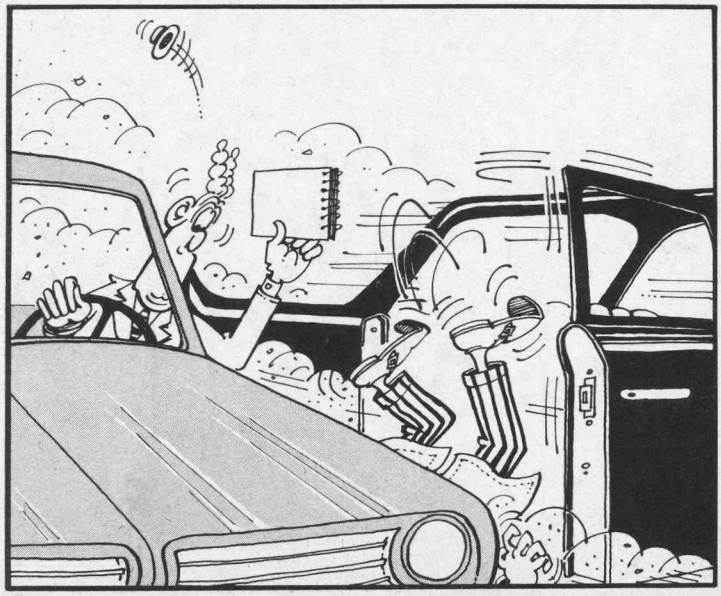
Yecch, Mad! Yecch, Mad!
That's when protestors, agree, agree—
Yecch, Mad! Yecch, Mad!
That's when protestors agree.

DON MARTIN DEPT. PART IV

ONE DAY ON THE HIGHWAY

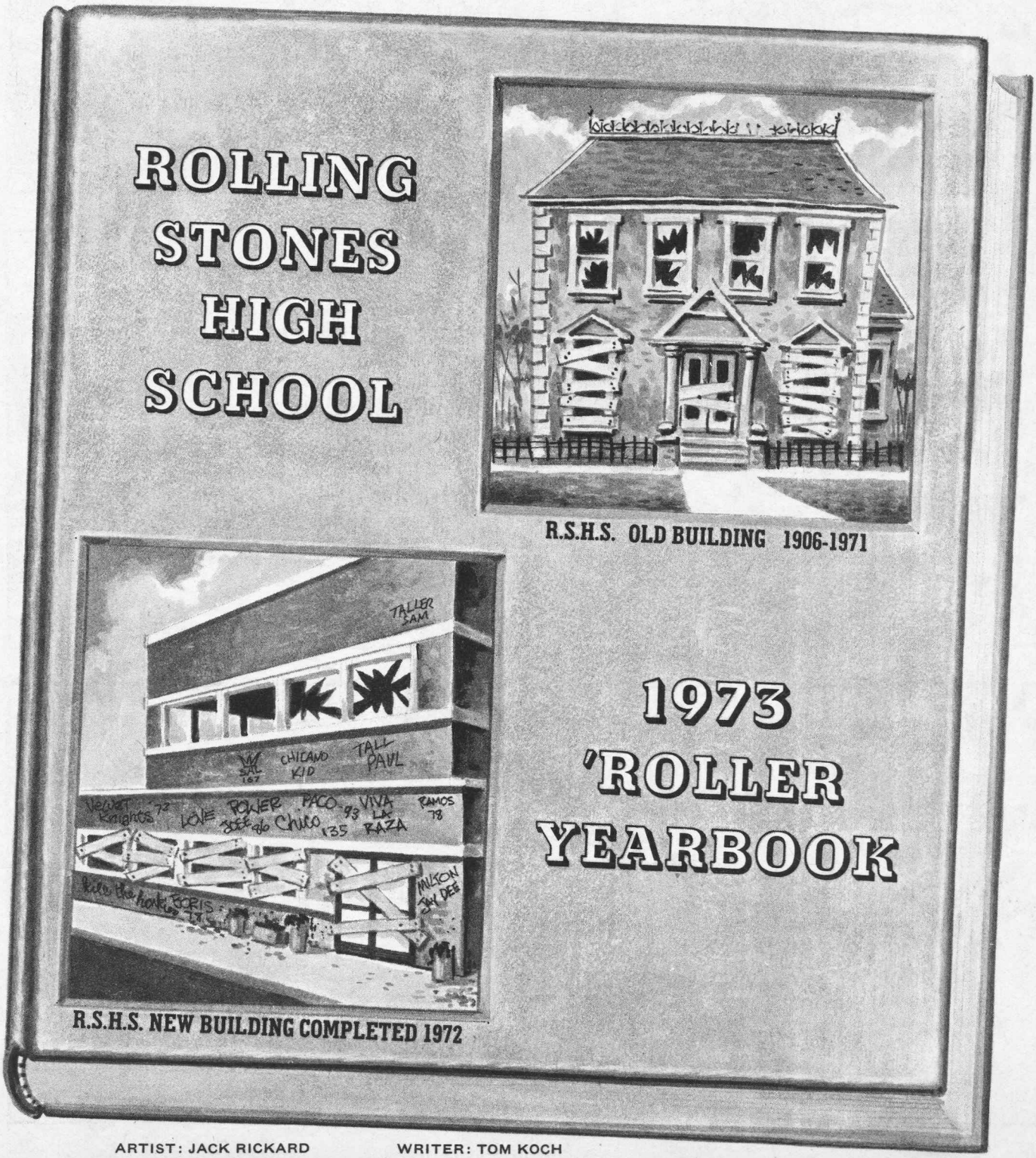






Everything about the average American High School has changed except the Annual Yearbook. It still depicts life as it wasn't! Or, at least, as very few knew it to be! On behalf of the Class of '73, MAD protests this blatant disregard for the unvarnished, raunchy truth with its presentation of

A HIGH SCHOOL YEAR BOOK THAT TELLS IT LIKE IT REALLY IS



ARTIST: JACK RICKARD WRITER: TOM KOCH

OUR EDUCATORS SPEAK OUT

A MESSAGE FROM THE PRINCIPAL

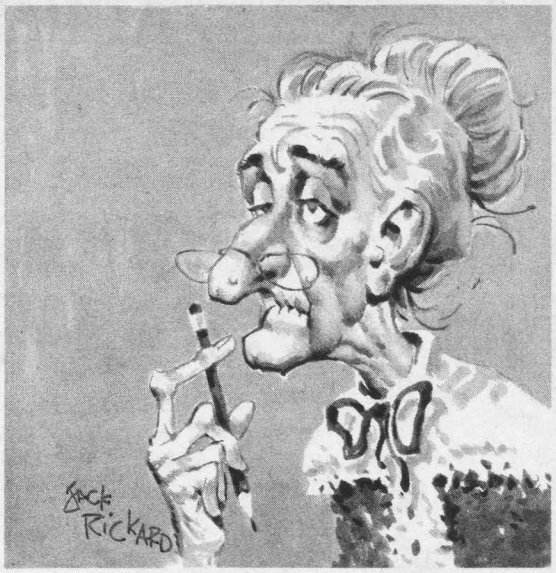
To the class of 1973:

It is my hope indeed that as a resultant of my own example, I have learned you kids considerable about the rewards which come direct from hard work.

Last year, when my flesh and blood brother Rudy was running for mayor, he promised me some cushy job such as principal of this school if I could deliver the vote in the fifth ward. It was tough, what with all the reformers and similar nuts which live in that ward. But I done it by a margin of 15,000 more votes than was cast.

With honest labor and persecution, you can all make good just like me. And don't none of you never forget it!

Potsy McTweed
$50,000 a year Principal



A MESSAGE FROM THIS YEAR'S MOST HONORED FACULTY MEMBER

To whoever I'm writing this to:

I'll be 91 years old on the 23rd day of next July. I was just told by somebody I never saw before that this yearbook is being dedicated to me for my faithful teaching service since 1907. Frankly, I don't remember where I've been or what I've been doing since 1907. All I know for sure is that I'll be 91 years old on the 23rd day of next July.

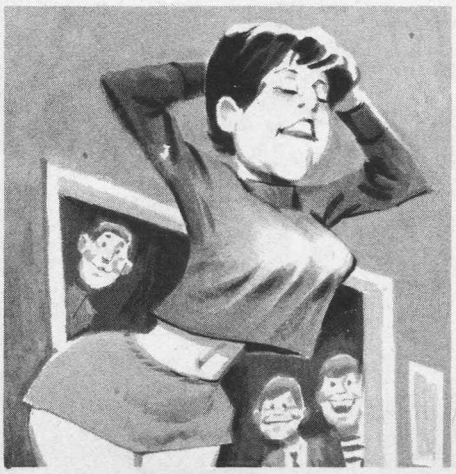
In any event, whatever I may have done to merit whatever this honor is I'm thanking you for, I thank you. Furthermore, I hope that you young people who have been gathering daily in my room on the third floor to ask questions will eventually find out the answers. Only then will you be prepared to go forth with heads held high into someplace and do something.

With memories that would be fond if I could remember them,

(Miss) Lucretia Lowenglazer

OUR EDUCATORS SPEAK OUT

A MESSAGE FROM THE MOST POPULAR FACULTY MEMBER OF 1973



To this year's graduating seniors:

I am simply thrilled to pieces that I have been named the most popular teacher of the year. Natch, the honor comes as a complete surprise, since our silly old system of segregating Phys Ed classes and locker rooms by gender means that I've never even had a chance to teach anything to you boys. At least not in the gym during school hours.

However, due to the peachy way things worked out, I have had an opportunity to meet a lot of you fellas individually. Off hand, I can't remember you all by name, but I treasure every single memory of the fun times we had together, and hopefully look forward to more of the same after your graduation.

Meantime, thanks loads for voting me your most popular teacher, even though I can't imagine what prompted you to do such a groovy thing.

Miss Flo Bergere

THE GRADUATING CLASS OF 1973

SENIOR CLASS HISTORY

by Lolita Flickney, Valedictorian

For most of the Class of '73, our first bewildering days as freshmen at Rolling Stones High seem only a short time ago. Yet, these past four, or, in many cases, six or seven years, loom large and momentous indeed when we pause to think back over the events that have transpired. When we first arrived here in the fall of 1969, it had been scarcely three seasons since the football team last won a game; Prom Queen Muldavia Swobbick was only beginning to contemplate her first pregnancy, and Miss Lowenglazer's English Lit lectures were merely suspected of being the wild ramblings of a senile old fool.

Still lying far over the horizon were such unforeseen events as the misunderstanding between the Third Street Wanderers and the Velvet Knights that was destined to put 38 of our beloved classmates behind bars in 1971.

Now, those carefree days are all behind us. The cafeteria knifings, the study hall protection rackets, the porno ring: to these, we bid farewell. For we are no longer children, but adults, preparing to step out into the world in quest of that dream we all share: to find a little peace and quiet someplace.

CLAYBOURNE "SNEAK" ALTWELKER

Intra-mural bicycle thievery; switch-blade terror champ, 1971. Outstanding characteristics: ear wax and mouth breathing.

FERN "BABY DOLL" BLOTCHNOY

Motorcycle Gang State Convention Queen, 1972. Hobbies: chain smoking Di Nobili Cigars and filthy vocabulary development.

NKRUMA X. CHUTMAN

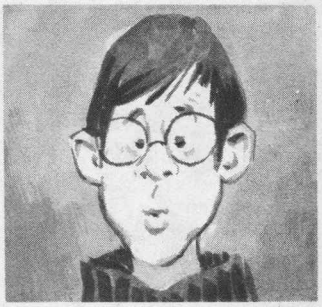
Led demand for Black Studies Program, 1970-71; dropped out of Black Studies Program, 1972.

BOBBY JOE DREK

Major activity: obscene gestures; major hobby: collecting obscene photos; major physical characteristic: obscene tattoos.

GUY PUCE BAZZNEY

Communal shower phobia, 1969-73; over-protective mother, 1955-73. Majors: flower arrangement and needlepoint.



WANDA "GOODY TWO SHOES" BRITE

Highest grade average in school history; Honor Society Medal with oak leaf cluster; voted most despised member of senior class.

BERTHA LU DORFMEISTER

Regional weight-lifting champ, 1972; only girl in Stag Line at Senior Prom. Hobbies: copy flirtation and grand piano moving.

NIMROD "TWINKLE TOES" FUNGUS

Varsity football captain; set season record by stumbling and falling in his own end zone 16 times. Hobbies: recovering from fractures and watching Saturday morning TV cartoon programs.

THE GRADUATING CLASS OF 1973

FRED "NEVILLE" GRUBBLY

Founded school Ferrari Club, 1970; organized varsity polo team, 1971; indicted for stealing Ferraris and polo ponies, 1972.

NUNZIO "BANANAS" LEFFERMAN

Class Protection Racket Collector, 1970-73; Junior Achievement Loan Shark Project, 1972. Chief characteristics: inhuman brutality and body lice.

FERGUS "SLATS" PITUITARY

Only member of graduating class more than seven feet tall; only seven footer in any class ever cut from basketball team due to inability to understand the object of the game.

FIDEL CHE VLUPEREZ

Led school Brown Beret boycott of all California grown farm products, 1972-73; suffered attacks of beri-beri, rickets, and scurvy from refusing to eat California grown farm products, 1971-73.

"COOL CARLA" ZUBBERMAN

President of Rudolph Valentino Fan Club, 1971; entered ashes of her grandfather in Hobby Fair, 1972. Hobbies; talking to statues and sniffing crab grass.

EPPA LAVERNE KRUMSINGER

Chief accomplishment: crusading for Women's Lib by adopting the bra-less look; chief failure: adopting the bra-less look and not having anybody notice.

FRIEDA MUNSTERS

Scored "Extremely Lousy" on Senior Emotional Adjustment Test. Notable habits: eating library paste and yelling hysterically at fire drills.

MULDAVIA SWOBBICK

Senior Prom Queen, 1972; became only mother of twins in senior class, 1973. Notable features: makes friends easily and suffers morning sickness often.

WILBUR OSGOOD WORMSLEY

School activities: none; social life: none; friends: none. Only notable feature owns three local office buildings bought with profits from shrewd stock market speculations, 1971-73.

OUR ATHLETES IN ACTION

1972-73 SPORTS IN ACTION

by Grantland Rentzsch, Sports Editor

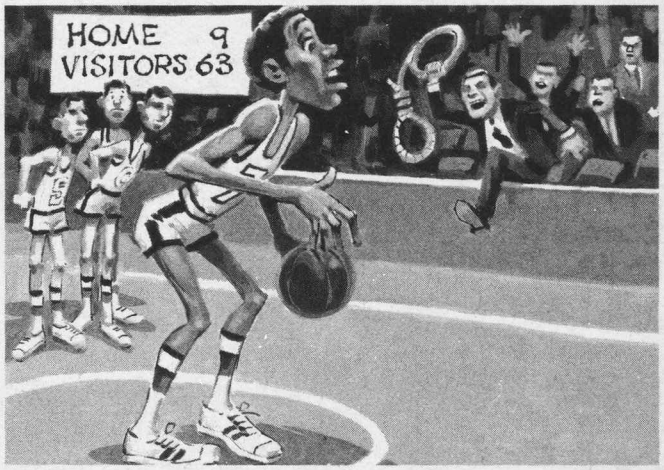
The year just ending has indeed been a memorable one for the R.S.H.S. steamroller athletic teams. Most incredible was the 'Roller football squad which extended its record breaking streak to 57 consecutive losses. The chronic drinking problem of Coach Bronko Sotwell, again paved the way for the 'Rollers to remain the laughing stock of the conference.

The basketball team fared considerably better, dropping only four games and winning one, while refusing to show up for the other 17 as a result of sheer panic. Prospects for next season look even brighter, chiefly because all of this year's rotten players are graduating and will be replaced by inexperienced newcomers.

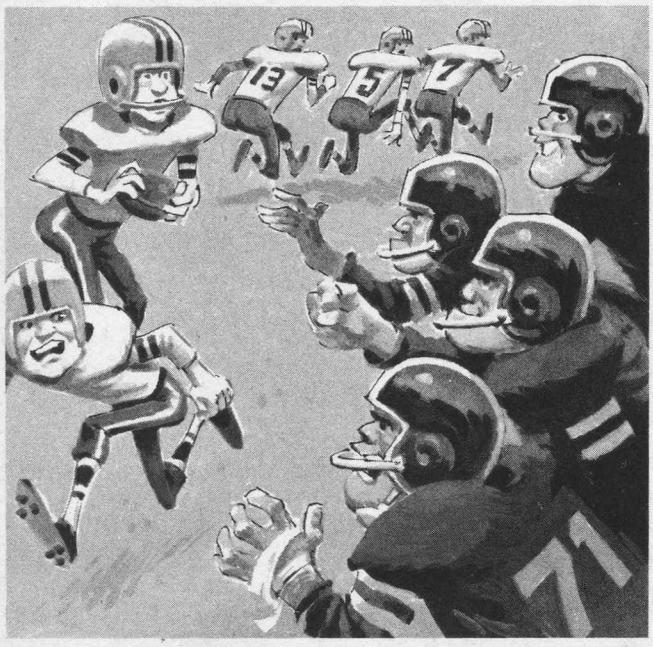
The track team's hopes for a respectable season were quickly snuffed out when Star Miler Kipjo Wartman took up chain smoking and gradually increased his time in the event from 4:22 to 12:06.

The 1972-73 Character Building Award was unanimously voted to Athletic Director Tug Flummert for mustering up the guts to resign despite a complete lack of job prospects elsewhere.

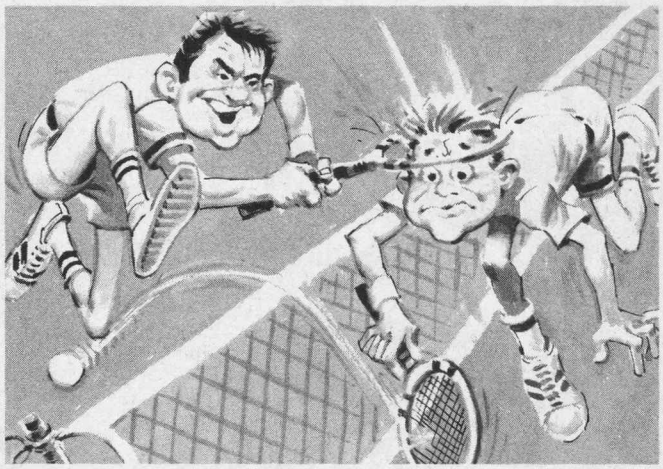
Varsity outfield poses for group photo while determined opposition is scoring three runs in critical baseball game.



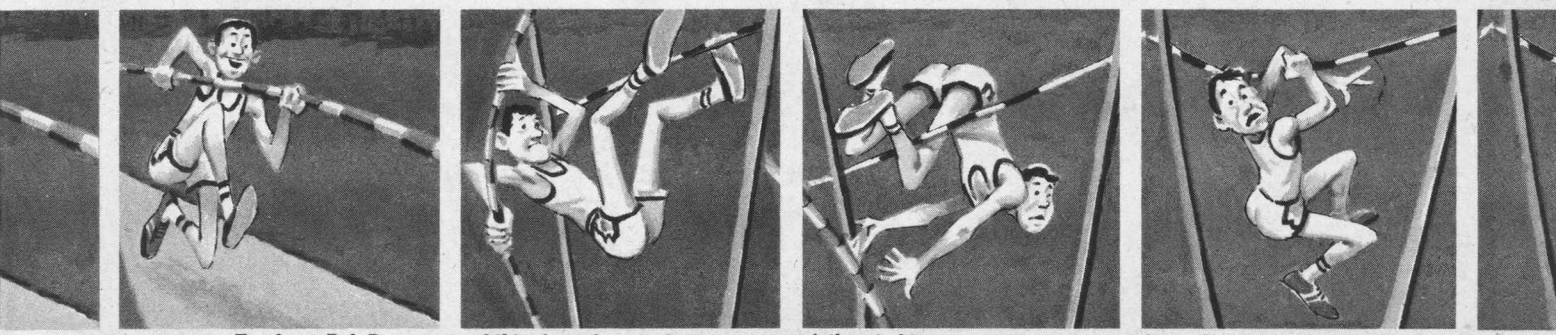
Roller cage fans become swept up by emotions as team falls behind in crucial game.



Surprise gridiron maneuver enables Ace Quarterback Fungus to lose 19 more yards.



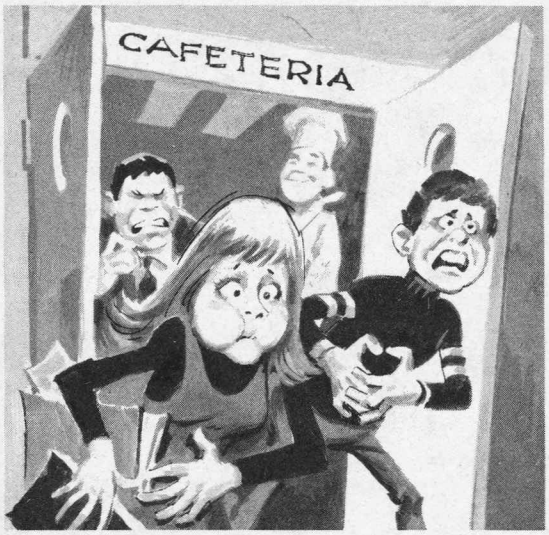
Tennis Captain Pancho Himmler scores upset victory with clever "drop shot" that encourages opponent to forfeit the match.



Trackster Bob Peagreen exhibits form that produced repeated failure in his attempt to set a new pole vault record.

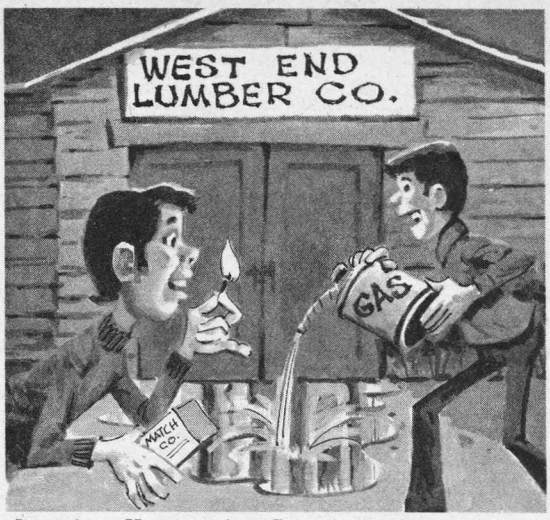
SCHOOLDAY MEMORIES

That exciting moment at Assembly when we all stood in a mass tribute to surviving members of the Rolling Stones High class of 1903.



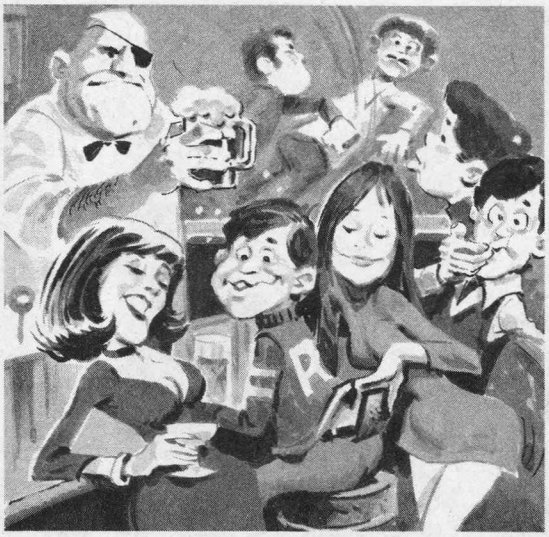
Who can ever forget those moments of nausea when the School Cafeteria's Special of the Day was the "Mystery Casserole"?

Playing brutal pranks on freshmen remained a time-honored Rolling Stones High tradition.



Ingenious Homecoming Committee made sure this year's Pep Rally bonfire was the most spectacular ever.

Totally undisciplined football card section sometimes performed almost as badly as the totally undisciplined football team.



Ziggie's Malt Shop was a favorite student hangout until the local fuz discovered that it didn't serve malts.

SCHOOLDAY MEMORIES

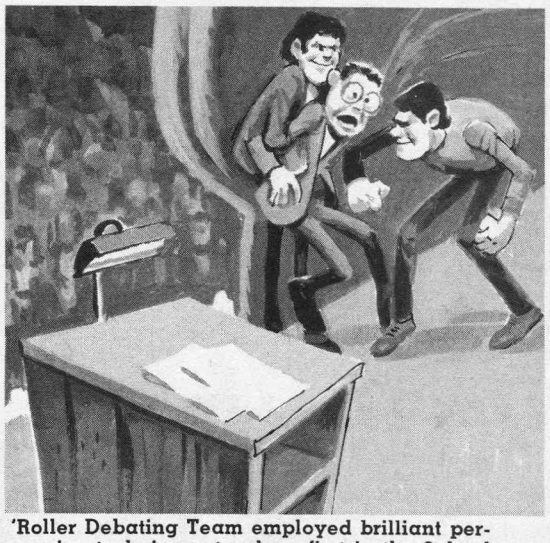
SCHOOLDAY MEMORIES

Prior to his commitment, King Kong Vledmuig often relieved the tension of boredom in Gemetry III by running amok.

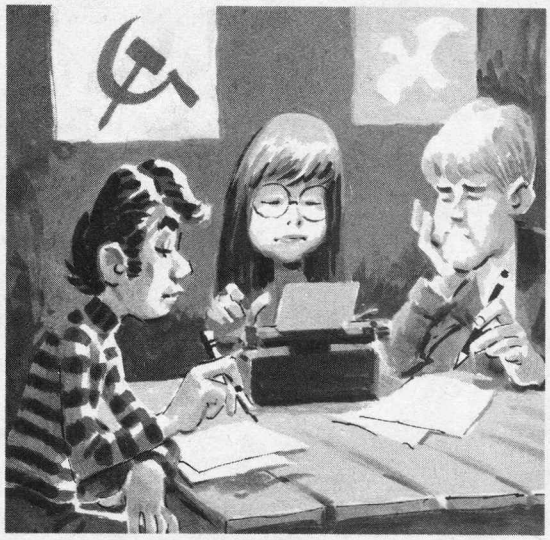
Assembly program staged by the Sex Education Class drew a large, appreciative audience, including the Vice Squad.

The library was our frequently chosen spot for meeting old friends and making new ones.

Geordie Schlep spent tireless hours adding specimens to his wrist watch collection for display at the Hobby Fair.



'Roller Debating Team employed brilliant persuasive techniques to place first in the School District competition.



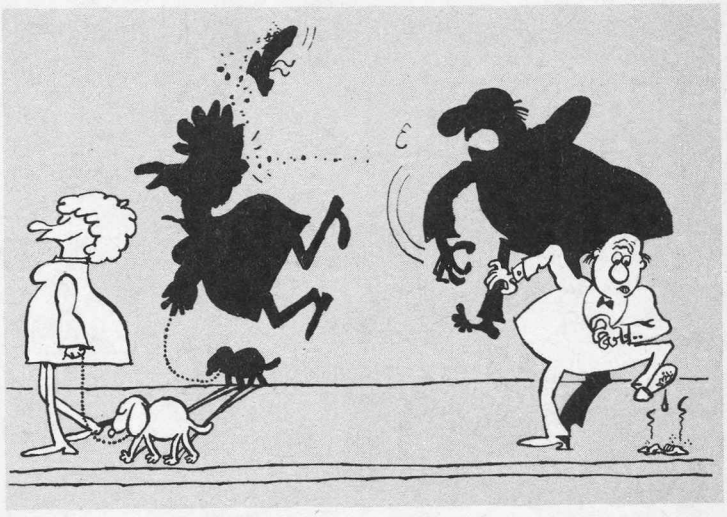
The "Weekly 'Roller" lost several staff members when this group decided to found a more relevant school paper, "Voice of the Proletariat."

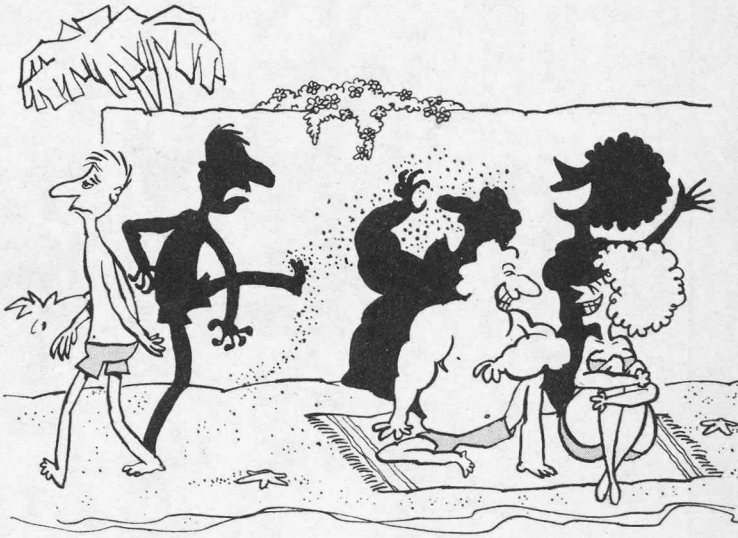
SCHOOLDAY MEMORIES

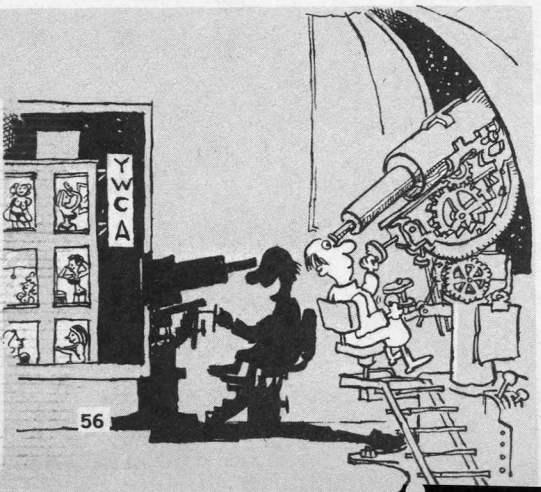
WE GOT YOUR PENUMBRA DEPT.

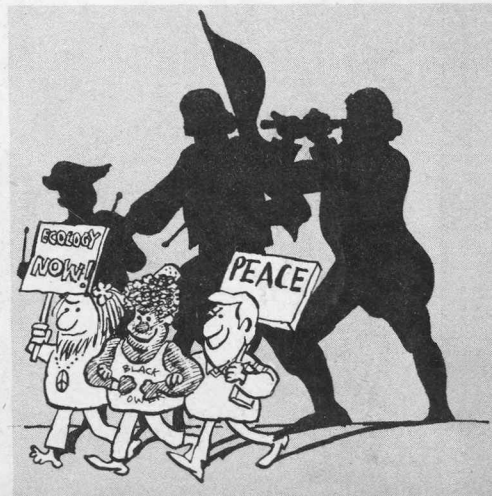
Who Knows What Evils Lurk In

THE SHADOW



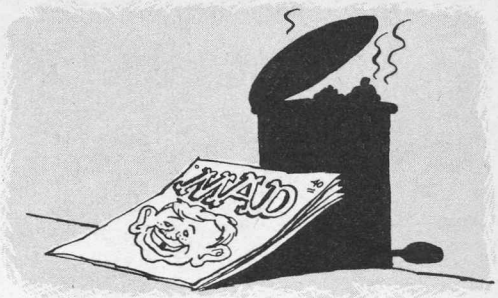




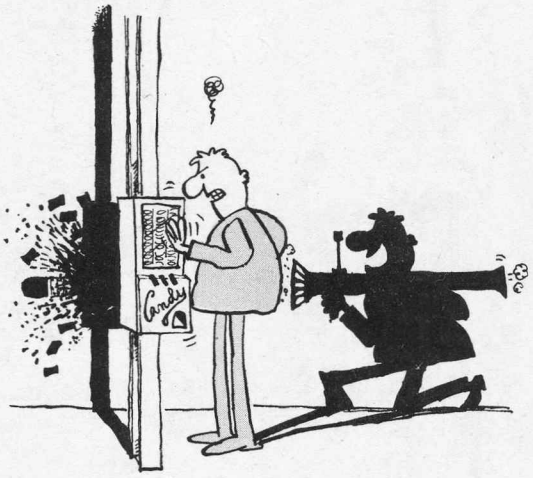


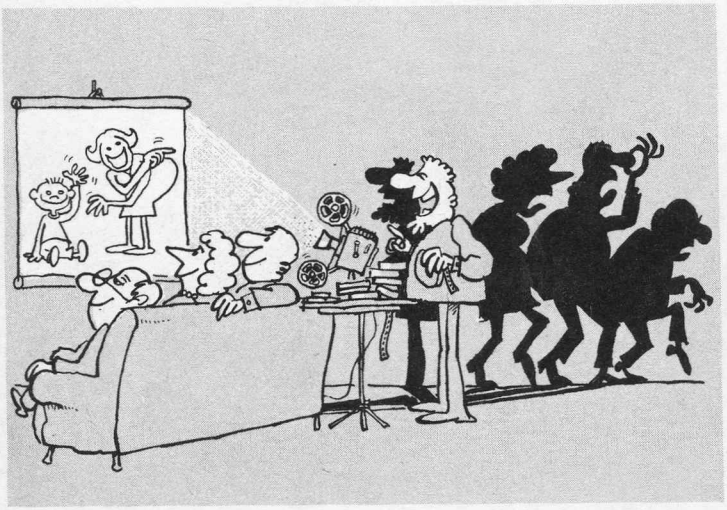
The Hearts Of Men?

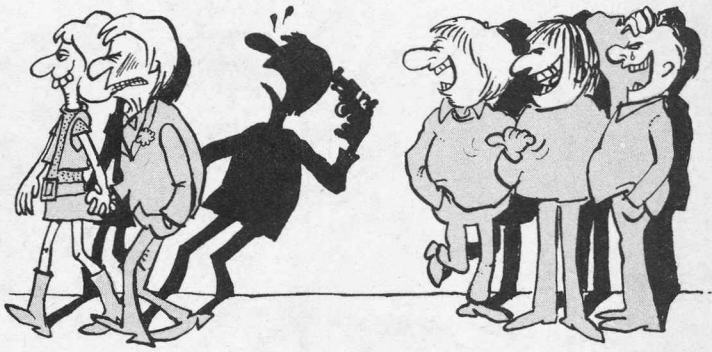
KNOWS

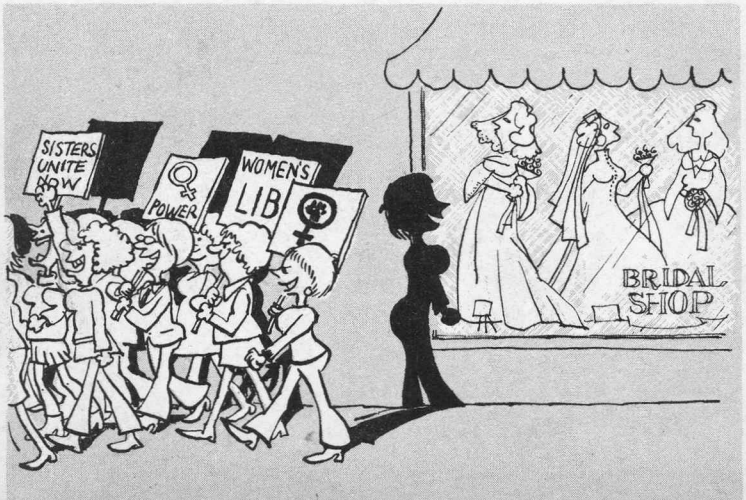


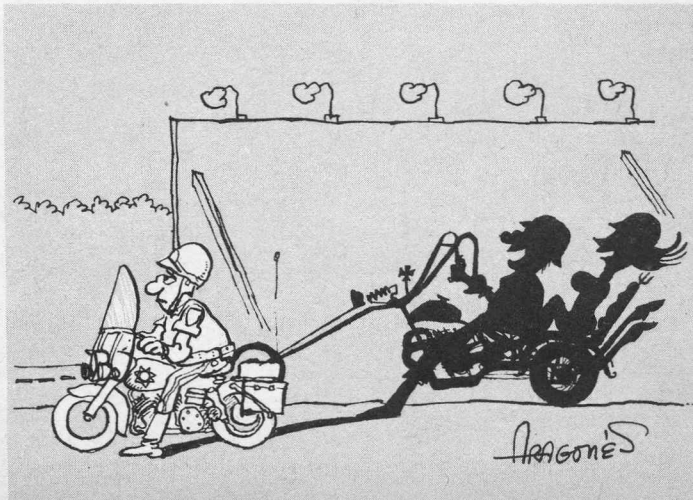
WRITER & ARTIST: SERGIO ARAGONES











BALL-AND-CHAIN-LETTERS DEPT.

DISTINCTIVE WEDDIN

FROM A LIBERATED WOMAN

Ms. Samantha Rustgrease
Unequivocally Announces
The Satisfactory Signing
Of a Marriage Contract
With
Harvey (nee Schnook) Rustgrease
The Details of Which
Include
Separate Bank Accounts,
Separate Apartments
And a Bill of Rights to Cover
The Couple's Contrasting
Life Styles
And Visiting Rights with Each Other
Tuesdays and Alternate Fridays

FROM PROUD PARENTS

Mr. and Mrs. Cyrus Mumbleman
Not To Be Outdone
By The Fliegheim Wedding Last Year
Proudly Announce The Social Event
Of The Decade
The Marriage Of
Their Delight, Their Darling
Rosalie
To Future Supreme Court Judge Ronald Scurmley
The Cost of the Entire Affair
To Exceed Fourteen Thousand Dollars
Not Counting the Price
Of Arthur Fiedler and the Boston Pops
The Cast of "Holiday On Ice"
The Flying Wallendas
And George Jessel
On Sunday, the Tenth of June
Nineteen Hundred and Seventy-Three
Madison Square Garden

FROM A LIBERATED MAN

Monte McHugh
Is Tickled Pink to Announce
After Four Years of Paying
Nine Hundred and Fifty Dollars per Month
In Alimony
He Can Swing Again
Following the Marriage of His Ex-Wife
Belinda
To T. Bascomb Schlepp

FROM HAPPY PARENTS

Mr. Monroe Spritzer
President of Spritizer Industries
And His Wife, Jeanine,
Realizing the Slim Chance
Of Ever Unloading
Their Fat, Stupid Mouth of a Daughter
Estelle
Are Pleased to Announce
The Acceptance of
Marvin Glieb
As Husband and Executive Vice-President
Through an Agreement Signed
On Tuesday, the Sixth of February
Nineteen Hundred and Seventy-Three

FROM LOYAL PARENTS

Mr. and Mrs. Geoffrey Farfel
Feel Compelled to Announce
The Rather Hastily Arranged Marriage
Of Their Daughter
Melba
To Fortune-Hunter Pierre LaDrecque
In The Maternity Ward Chapel
Mercy Hospital
On Wednesday, the Eighteenth of April
Nineteen Hundred and Seventy-Three

G ANNOUNCEMENTS

WRITER: FRANK JACOBS

FROM DISTRESSED PARENTS

Mr. and Mrs. Oswald Dinwiddie
Have No Choice but to Announce
The Nude Wedding
And Subsequent Orgy
Of Their Daughter
Quandra
To Milton ("The Head") Eggblatt
At High Noon
On Monday, the Twenty-Eighth of May
Nineteen Hundred and Seventy-Three
Times Square

FROM VERY DISTRESSED PARENTS

Mr. and Mrs. S. Thaddeus Wicks
Announce the Disowning
Of Their Daughter
Clarice
Following Her Marriage to
Igor ("God") Mishkin
And Apostles
Cosmo Calhoun and
Lester ("Speed") Quigley
Sometime Last Year
At the
Children of the Enchanted Flower Commune
Taos, New Mexico

FROM TOTALLY DISTRESSED PARENTS

Major General and Mrs. Styles Wilberforce
Are Forced by the Rules of Etiquette
To Announce the Marriage
Of Their Only Son
Charles
To Herman Raffensberger

FROM A FUTURE BRIDE

Miss Veronica Hotstrut
Is Pleased to Announce
That Despite her Impending Marriage
To Eighty-Two-Year-Old
Zinc Tycoon
G. Godfrey Grint
She is Still Very Much in Action

FROM A MAFIA CHIEF

Don Vittorio Collazo
Founder, Godfather
And Supreme Being
Of The Collazo Family
Regrets to Announce
The Permanent Postponement
Of The Wedding of his Daughter
Maria
Owing to the Sudden Disappearance
Of Bridegroom Carlo Lambretti
East River
On Tuesday, the Eighth of January
Nineteen Hundred and Seventy-Three

FROM A DELIGHTED COUPLE

Gloria and Harold Himbersham
Are Overjoyed to Announce
That Gloria's Widowed Mother
Gertrude Grintz
After Living With Them
For Eight Horrible Years
Has, Following a West Indies Cruise,
Landed a Second Husband
Retired Furrier Morris Blemish
And Will Move Immediately,
Thank God,
From Their House in Connecticut
To a Condominium
In Fort Lauderdale

FROM A GOSSIP COLUMNIST

Waldo [*"Broadway Beat"*] *Wickles*
And B.W. *(Beautiful Wife)*
Reveal it's Wedding Bells
For Daughter Esther
Who'll Middle-Aisle It
With Lance Freebish
(He's the Blintz Biggie)
Around Noonish This Saddy
St. Pat's
(Remember—you heard it here first!)

FROM AN ESPIONAGE AGENT

K341 AND "SUNFLOWER"
CAUTIOUSLY DISCLOSE
THE CARRYING OUT OF
"OPERATION ALTAR"
INVOLVING THE APPARENT MARRIAGE
OF THEIR DAUGHTER
"TOPAZ"
TO DOUBLE AGENT H97
AT THE APPOINTED HOUR
AT THE USUAL PLACE
UNLESS FOLLOWED

FROM A BRITISH NOBLEMAN

His Grace
The Duke of Flutney
Fifty-Seventh in Line to the British Throne
Is Relieved to Announce
The End of His Impoverishment
And the Rescue of his Ancestral Home
Rancid Oaks
From Creditors
Following his Marriage of Convenience
To American Lard Heiress
Mary Jane Muncrief
On Sunday, the Fifteenth of April
Nineteen Hundred and Seventy-Three

FROM A FILM STAR

Renowned Motion Picture Star
And International Beauty
Rhonda Vapp
Is Delighted To Announce
Her Sixth Marriage
To Oilman Clint Sturdley
On Sunday The Tenth Of December
Nineteen Hundred And Seventy-Three

FROM A PRO FOOTBALL TEAM OWNER

Cheyenne Geldings Owner Cyrus Wiltfang
And Wife Harriet
Request Your Presence
At The Outright Release
Of Their Daughter
Camilla
To Linebacker Ronnie Bushwater
Obtained from the Memphis Rabbits
For Thirty Thousand Dollars
A Running Back
And a Future Fifth-Round Draft Choice
On Sunday, the Seventh of October
At Halftime
Of the Cheyenne-Memphis Game
Gelding Stadium

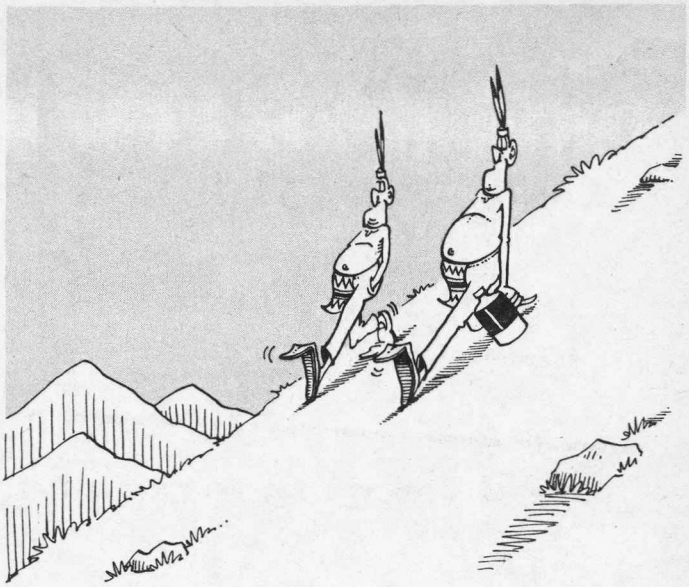
FROM A DISCOUNT STORE OWNER

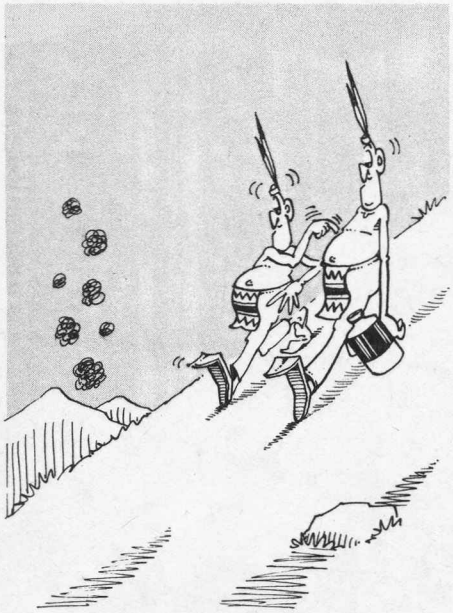
Big Savings

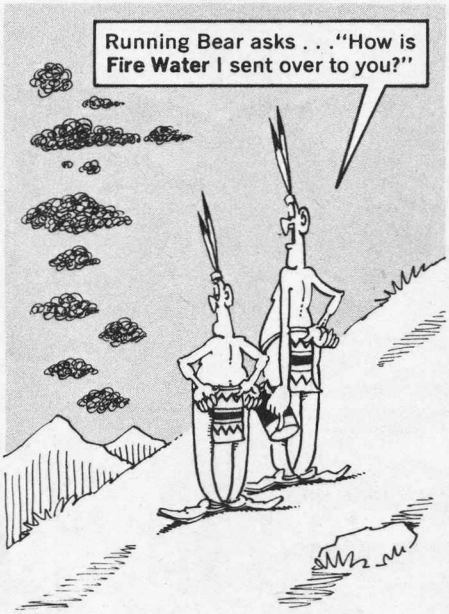
ONE DAY ONLY!
SATURDAY AT 2 P.M!
Mr. and Mrs. **HONEST JOHN** Mulvaney
Offer **A ONCE-IN-A-LIFETIME**
FAMILY
CLEARANCE
Namely Their Daughters,
BEATRICE,
LILLIAN
and
MARY BETH
Offered *AS IS*
To The First Takers!
ALL TRANSACTIONS C.O.D!
PHONE ORDERS NOT ACCEPTED!
Free Parking With Any Wedding Gift
Costing Over $25!
Main St. Outlet

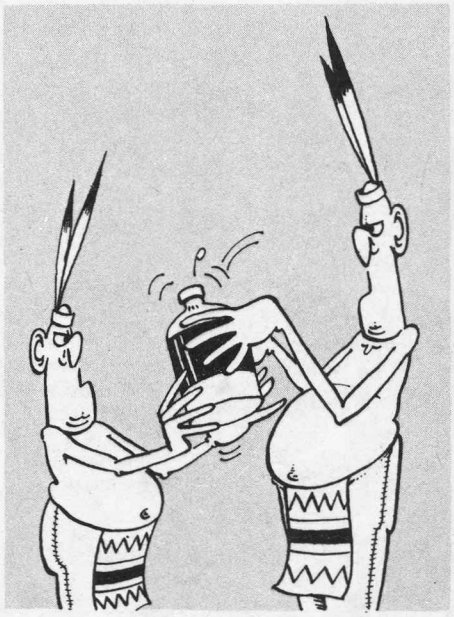
DON MARTIN DEPT. PART V

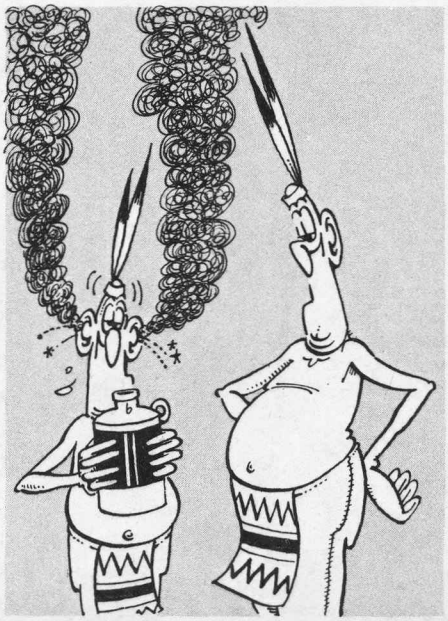
ONE AFTERNOON IN THE NORTHWEST TERRITORY

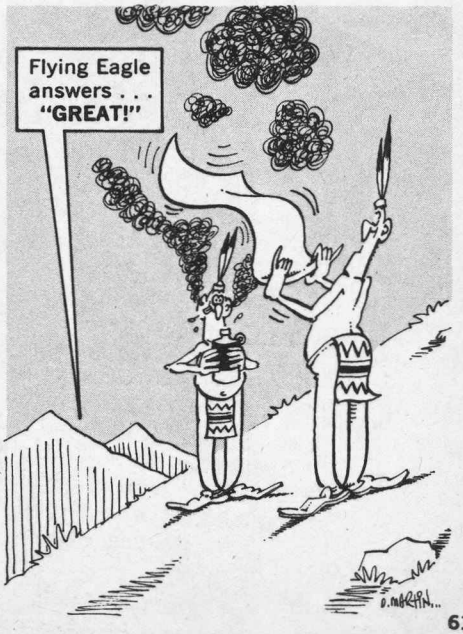






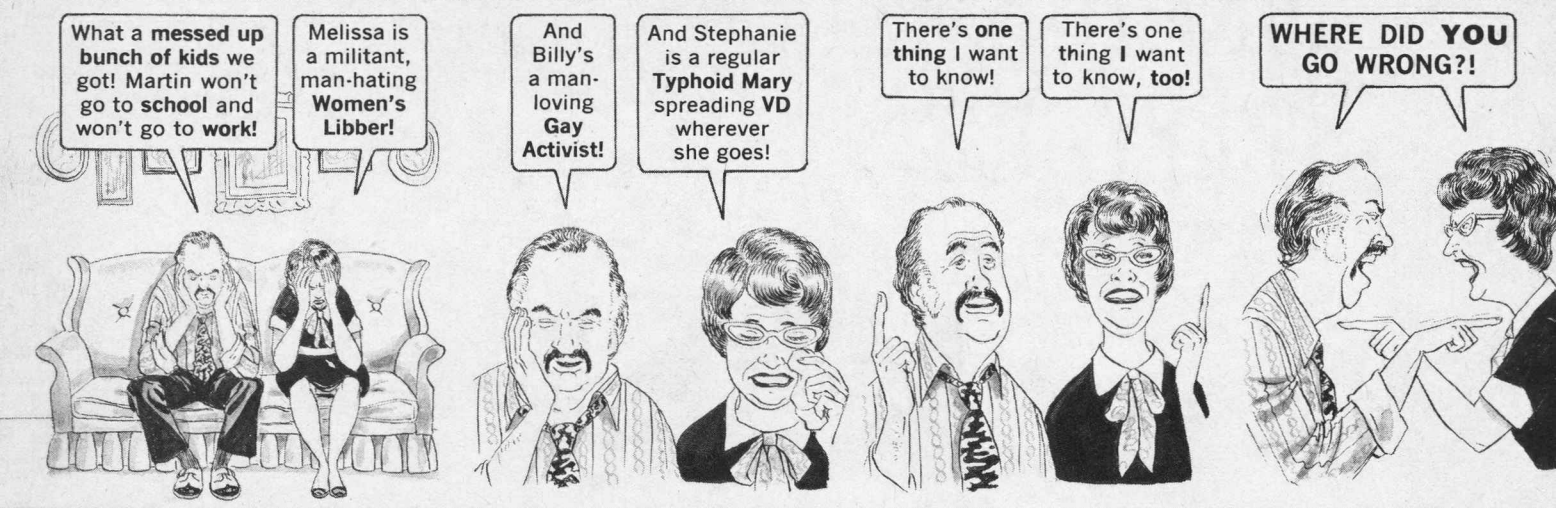


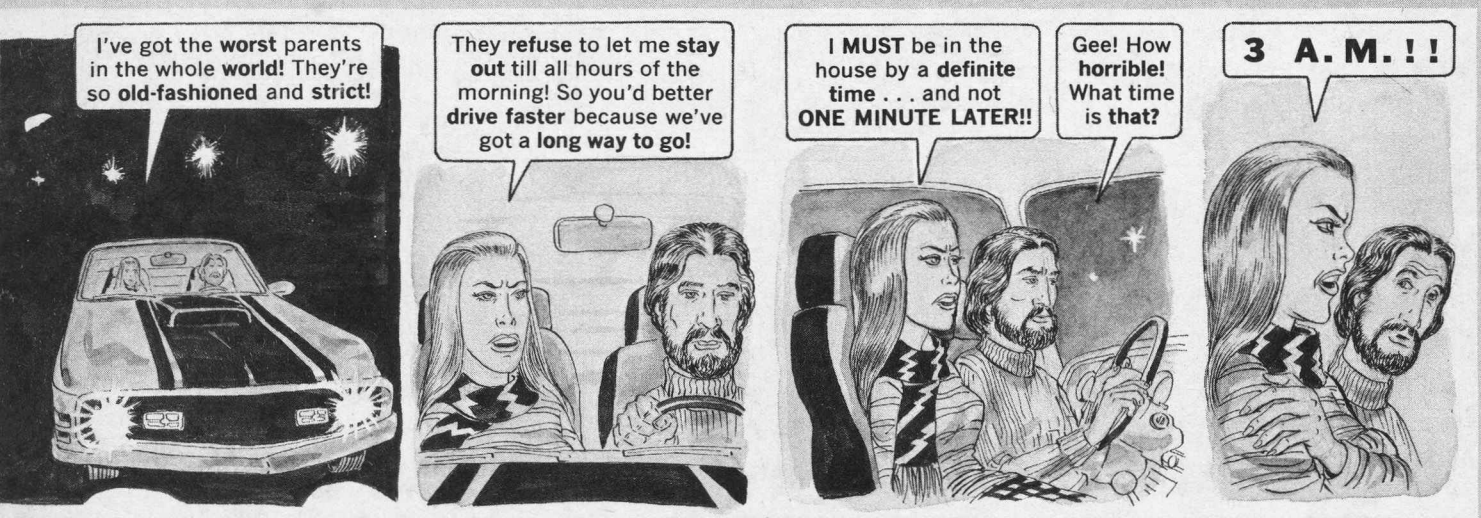


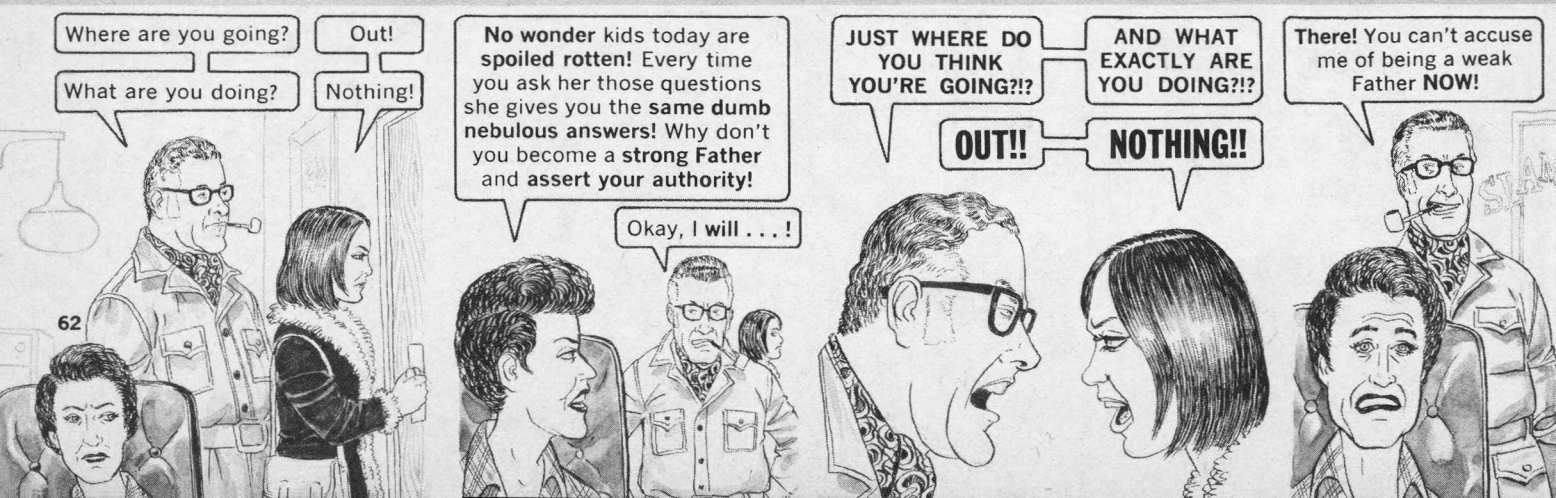


BERG'S-EYE VIEW DEPT. PART II

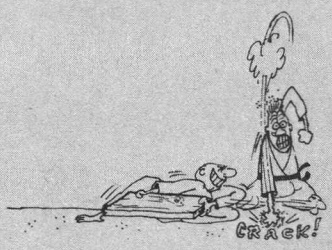
THE LIGHTER SIDE OF... PERM



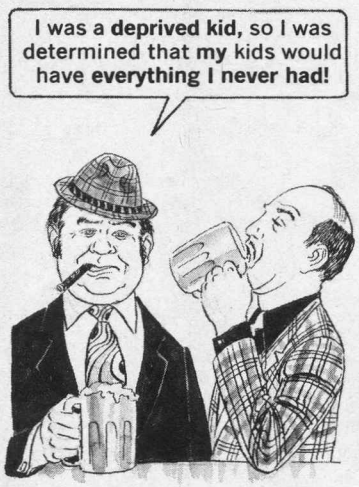


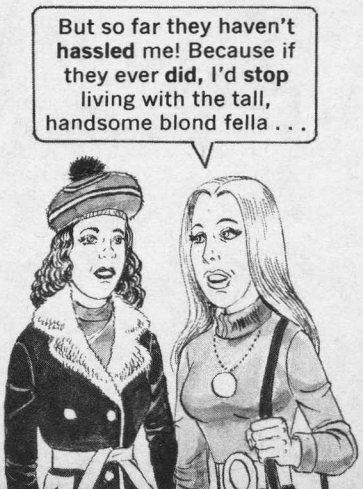


ISSIVENESS



ARTIST & WRITER: DAVE BERG





You're her father! You go down there and tell her to stop smoking!!
Oh? You want me to be the heavy!? You want your child to love you!? Well, I want my child to love me! Everybody wants to be loved! So if we do it, we do it together!!
Dear, speaking for your Mother and myself, we think you're too young to smoke!
I'M NOT TOO YOUNG! I'M FIFTEEN! AND I HATE THE BOTH OF YOU!
Why are you hating ME?!? I didn't say it!! HE did!!
My goodness! Such filthy language!
What's wrong?
We just received an obscene phone call!
Why didn't you yell!? I could've called the Police on our other number and have them trace it!
It wasn't necessary! I knew who the obscenities were coming from!
It was our DAUGHTER . . . calling from College!
Will you look at that! It's my Son and his date!
Where did he get the money to take her to such an expensive restaurant?
Don't worry! When my Son wants something, he knows how to get it!
Beg pardon, Sir, but that young man asked me to give this to you!
See what I mean . . .?!?
One of my students pulled a knife on me in class!
How horrible!!
Don't worry! I got the knife away from him!
How wonderful!
I'm not one of those permissive teachers who allows the kids to bully them!
How did you get the knife away?
I bought it from him!!

We adults did such a **bad job** on you kids that it's a **NATIONAL DISASTER!**

Now . . . it would take **another** National Disaster to shock you kids out of the **first** Disaster!

Like **what . . .?**

Well . . . like . . . all the **adults** could suddenly **DROP DEAD!**

Naahh! **That** wouldn't work!

Because **that** wouldn't be a **DISASTER!!**

Well, Miss Woodstock Generation! So **tell** me, what **terrible things** did you **do** at the Rock Festival?

Nuthin'!

When **you** say **"Nothing!"**, that means **"Something!"** What did you **do?**

If you **must** know, I went **skinny dipping** in the **lake** with a bunch of **fellahs!**

OH, MY GOD! WHAT A FILTHY, DISGUSTING THING TO DO!!

Oh, **Mom**— stop being such a **prude!**

What prude?!? That lake is **POLLUTED!!**

I have the **cruelest parents** in the **world!**

No matter how much I **provoke** them, they **won't punish me!**

Instead, they make me **sit down and TALK IT OVER FOR HOURS!!**

That's the **cruelest punishment** of **all!!**

What kids today are doing is **testing** us adults to see how **far** they can **go!** But I **fooled** my kids! I used **reverse psychology** on them!

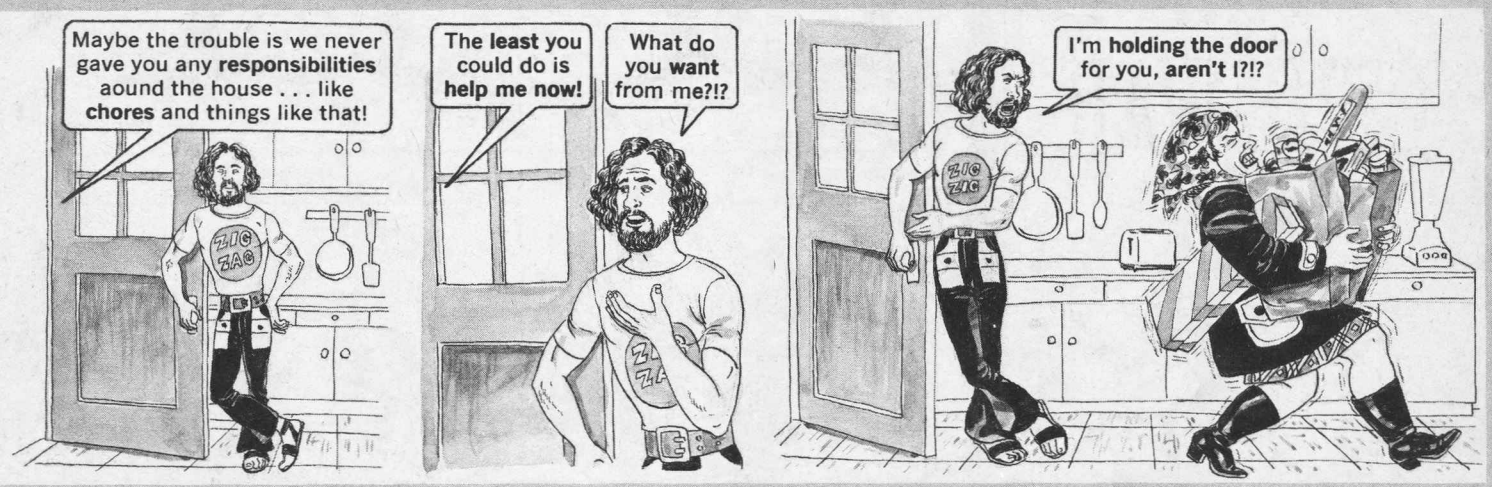
When my **Sally** threatened to run off to some **Commune,** I said, **"Go ahead, see if I care!"** When my **Jerry** threatened to go on **drugs,** I said, **"Go ahead, see if I care!"** And when my **Laura** threatened to become a **Militant Activist,** I said, **"Go ahead, see if I care!"**

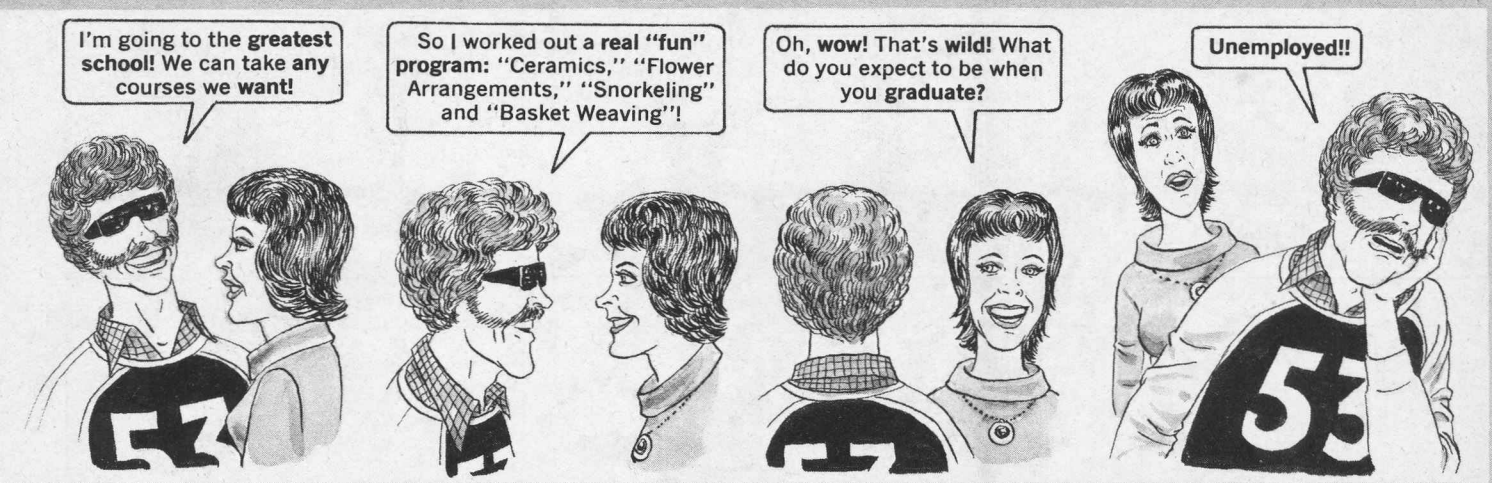
They learned! Nobody fools around with **me!** I was a **Psychology Major!**

Gee . . . you **ARE** smart! How did your kids **react** to your cunning maneuvers?

Sally ran away . . . Jerry's hooked on heroin . . . and Laura's fire-bombing banks!

Today, with all this new **sexual permissiveness,** there are so many **BAD GIRLS running around!**
And the **worst** of it is, they **get AWAY with it!**
On the **other** hand, take the case of my **Niece!** She's only **18!** Twice, now, she's become **pregnant** . . . and twice, now, she's had to have an **abortion!**
How come it's only the **NICE girls** that get caught!?!

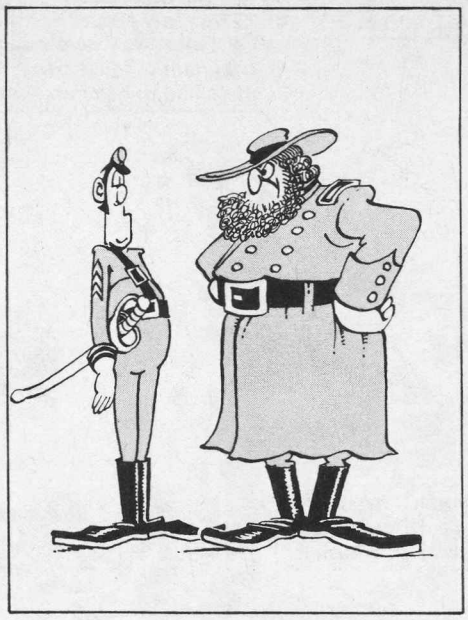

Maybe the trouble is we never gave you any **responsibilities** aound the house . . . like **chores** and things like that!
ZIG ZAG
The **least** you could do is **help me now!**
What do you **want** from me?!?
I'm **holding the door** for you, **aren't** I?!?
ZIG ZAG


I'm going to the **greatest school!** We can take **any** courses we **want!**
So I worked out a **real "fun" program:** "Ceramics," "Flower Arrangements," "Snorkeling" and "Basket Weaving"!
Oh, **wow!** That's **wild!** What do you expect to be when you **graduate?**
Unemployed!!
53

Okay, so now you know the **truth!** I'm **hooked** on a **fifty dollar a day habit!**
My God! Where do you **get** fifty dollars a day?!?
Where do you **think?! I steal** it!
My God!! Don't steal **any more!** You could get **ARRESTED** . . . and **ruin your life!**
WE'LL give you the money!
HAH! Where are **YOU** gonna get that kind of bread?!?
WE'LL STEAL IT!!
David Berg

DON MARTIN DEPT. PART VI

ONE FINE DAY DURING THE CIVIL WAR

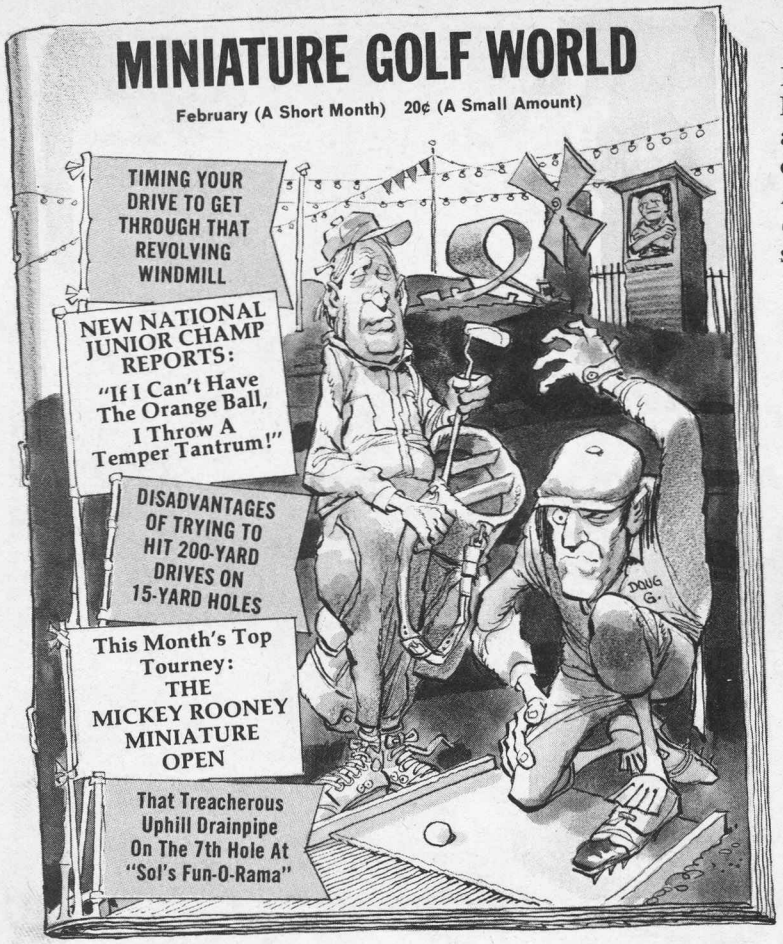


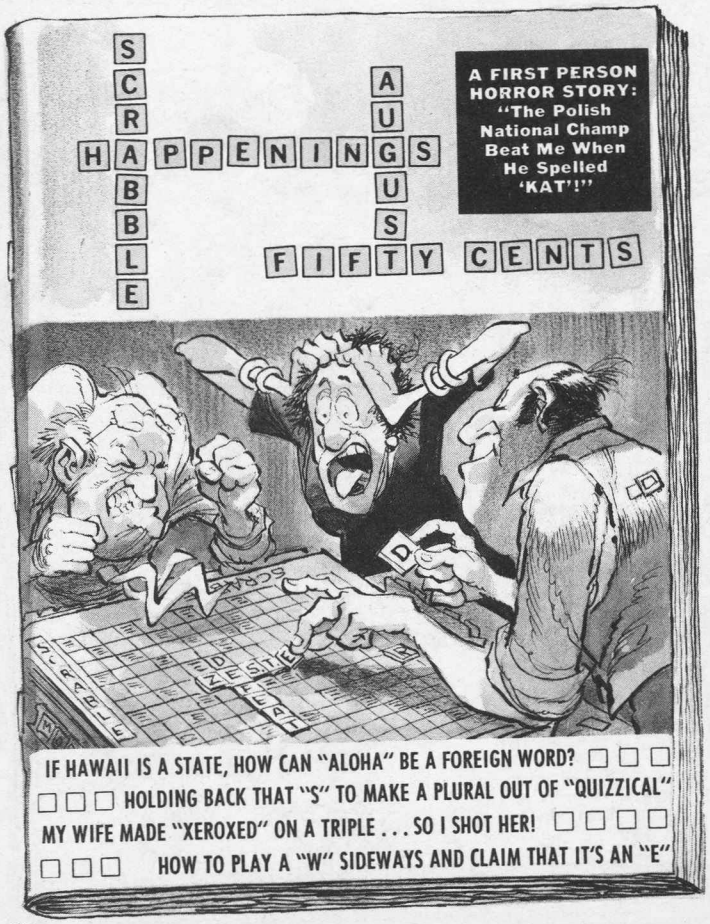
GAMES OF NIL DEPT.

It would seem that this country has at least as many Sports Magazines as it needs, and probably quite a few more than anybody wants. Because a recent survey turned up almost 400 of them, covering a flock of leisure time activities from Archery to Yachting. Why, Motorcycling alone has about three dozen publications, presumably all trying to appeal to the same three dozen motorcyclists who know how to read. But

MAGAZI NEGLECTE

ARTIST: JACK DAVIS





strangely enough, MAD finds that many pastimes enjoyed by millions do not have any magazines at all devoted to them. This strikes us as an undemocratic threat to freedom of the press, and also a great chance for some sharp operator to make a bundle (Besides the writer of this article who came up with the stupid idea!). So MAD herewith passes along to magazine publishers its suggestions for a whole new crop of

NES FOR D SPORTS

WRITER: TOM KOCH

The Paper Airplane Pilot

WINDY SEASON 1973

PRICE: TWO DOLLARS (But Each Page Is Printed On Genuine Foldable Paper)

TIPS ON CLIP PLACEMENT FOR MAXIMUM THRUST POTENTIAL

WHY THE SOVIETS TRAIL US: "Pravda" Makes Lousy Airplane Paper

CAN WE REALLY SAIL A PAPER SPACE CRAFT TO THE MOON?

"MY X-25-RJ HIT THE TEACHER IN THE HEAD, SO SHE FLUNKED ME!

This Month's Paper Aircraft Tragedy: "I FOLDED MY PAYCHECK INTO A PLANE, AND IT FLEW OUT THE WINDOW!

The Solitaire Player's Companion

MONOTONY 1973 PRICE: A QUARTER (FACE DOWN)

A Tragic True Story: "I PLAYED WITH A 51-CARD DECK AND LOST EVERY GAME FOR EIGHTEEN YEARS!"

The Only Entry In The 1972 National Tournament Loses

Why You Always Turn Up A Red Jack, Except When You Need One

CAN THEY ARREST YOU FOR BETTING WITH YOURSELF ON SOLITAIRE?

"MY HUSBAND HID MY DECK OF CARDS, SO I CUT HIM INTO FOUR EQUAL PILES!" By Lucille "Looney Lucy" Fledblatt

The CARNIVAL & COUNTRY FAIR GAMESTER

Long Hot Summer 1973

Price: Only 25c, Neighbor (How Can You Lose?)

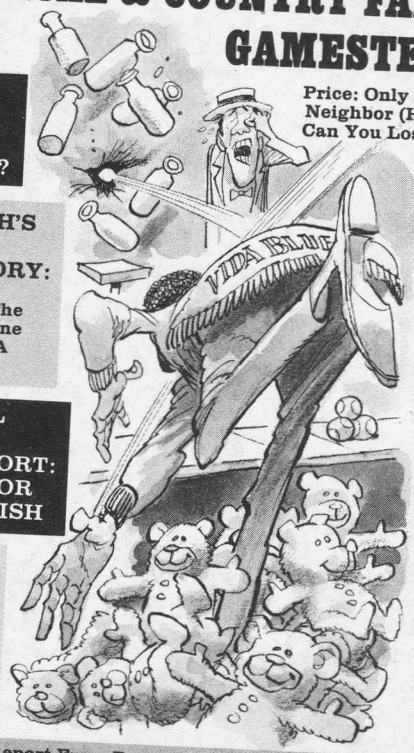
So You Finally Won An Eight-Foot Stuffed Panda! Now What . . . ?

THIS MONTH'S MIDWAY SUCCESS STORY: "I Tested My Manliness On The Strength Machine . . . And Won A Dolly!"

THE REAL HE-MAN'S CARNIVAL SPORT: TROLLING FOR CELLULOID FISH

The 1972 Ring Toss Champion Confesses: "It Cost Me Nearly $300 To Win A Solid Aluminum Ash Tray!"

Report From Death Row: "I Aimed An Air Rifle At A Plastic Duck— And Killed The Sheriff!"



LAND OF THE FREEBIE DEPT.

WHEN ALL ON SALES

Remember that drawer you've got jammed full of trading stamps, and cards that may entitle you to a free car wash if you live long enough, and certificates good for 25¢ off on a pizza, and tokens for playing a gas station prize game that ended in 1969? Well, you're still hanging onto all that junk because some smart cookie planned it that way: to swamp you with advertising that looked too valuable to throw out. Among people who make a business of selling us what we don't really want, those coupons and tokens and stamps are known as "Sales Promotion Gimmicks." And like anything else that promises to give us something for almost nothing, they work. In fact, the whole "giveaway" idea works so well that MAD thinks it's bound to spread to some professions that don't currently do much advertising at all. And we herewith envision the trash that will soon be cluttering up our drawers

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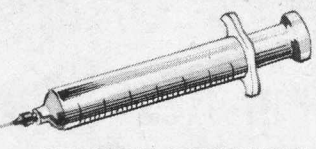
SAVE THIS CARD FOR

ONE FREE FLU SHOT



WHEN TEN OFFICE VISITS ARE PAID FOR AT $12 EACH

The Doctor will gladly punch your ticket during each examination.

Ask the Receptionist how you can qualify for extra points by having your tonsils and appendix removed.

HASTIE D. CUTTER, M.D.

COMPLICATED TRANSPLANT SURGERY
FAST X-RAY DEVELOPING
FREE PARKING

Make ten appointments soon to win your FREE SHOT before the next big Flu Epidemic strikes!

WIN A FREE GOLD INLAY!

COLLECT PAST PRESIDENTS OF THE UTAH DENTAL ASSOCIATION COINS

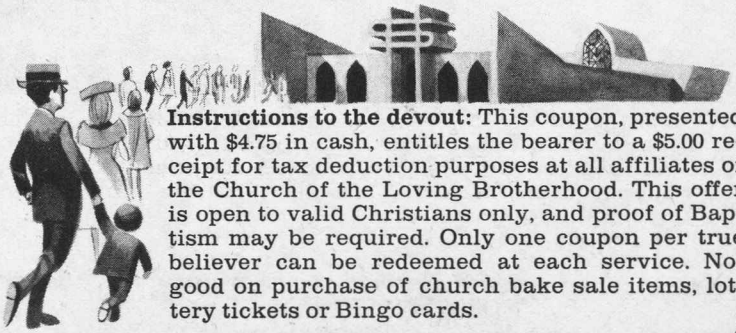
CONTEST RULES

1. Each time you go to your Dentist's office to be worked over, ask for a free Mystery Envelope containing a Utah Dental Association Past President coin.
2. When you have completed your coin set of all 57 Past Presidents, merely present the collection to any participating Dentist and say, "Whoopie! I'm a winner! Slap in my free gold inlay."
3. If your mouth is too numbed by novocaine at the time to say anything, just scribble the above message on a sheet of plain white paper not less than 3 by 5 inches in size.
4. This contest is open only to Utah patients who still have at least one of their own teeth, as the placing of gold inlays in false dentures constitutes a violation of dental ethics in all cities except Provo.

25c

25c OFF

On Your Next $5.00 Donation To Any Church Of The Loving Brotherhood



Instructions to the devout: This coupon, presented with $4.75 in cash, entitles the bearer to a $5.00 receipt for tax deduction purposes at all affiliates of the Church of the Loving Brotherhood. This offer is open to valid Christians only, and proof of Baptism may be required. Only one coupon per true believer can be redeemed at each service. Not good on purchase of church bake sale items, lottery tickets or Bingo cards.

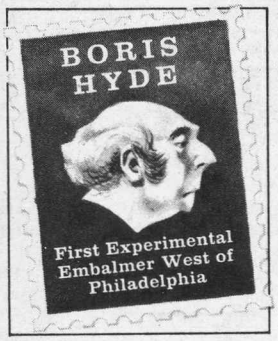
25c

BUSINESSES RELY PROMOTION GIMMICKS

ARTIST: BOB CLARKE WRITER: TOM KOCH

START NOW TO PLAY FAMOUS MORTICIANS STAMP GAME

And Win FREE ORGAN MUSIC For Your Next Funeral!



KRETCHMER GLOOM

Developer of Limp, Moist Morticians' Handshake

A.B. "GRISLY" CHANDLER

Founder of Rent-A-Pall Bearer Service

HELMUT KLANK

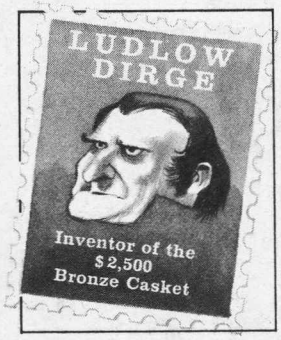
Giggled While Performing Memorial Services for Hitler

ORDWAY GRIMM

Planted 714 Stiffs in One Season, 1927

IGOR "CLAMMY" DOOLITTLE

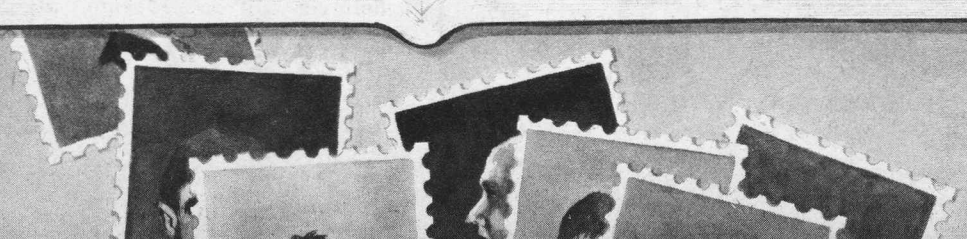
First Undertaker To Scatter Ashes From A DC-10



COL. HARLAN CINDERS

Noted Franchiser Of "Kentucky Fried Crematoriums"

Famous Morticians stamps are available at all participating Funeral Homes in the U.S. and Canada. Just drop in, pay your last respects to any client currently laid out, and then ask for another free stamp to paste in your album. Absolutely no purchase required. This offer open only to living persons who expect to become deceased before December 31, 1974

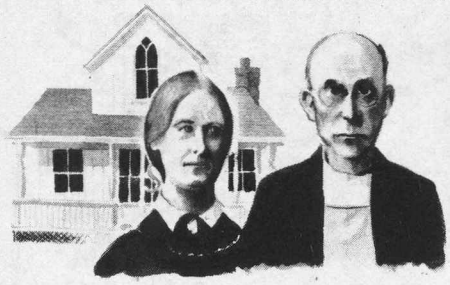


FOUR MONEY SAVING COUPONS

From The SHYLOCK STATE BANK of BOX SPRINGS

TO HELP YOU CELEBRATE OUR 137TH ANNIVERSARY

CLIP THIS COUPON



Worth Up To $2.12½

GOOD FOR INTEREST RATE REDUCTION OF **1/8 of 1%** ON YOUR NEXT HOME MORTGAGE PAYMENT

Reduction is for one month only, and is not applicable to mortgages where the normal rate of interest is less than 9¾%.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

CLIP THIS COUPON

SHYLOCK STATE BANK
SAVINGS ACCOUNT PASSBOOK

Previous Balance	$1,500,000.00
Quarterly Interest @ 3%	45,000.00
137th ANNIVERSARY CELEBRATION	
SPECIAL BONUS INTEREST	2.00
New Balance	$1,545,002.00

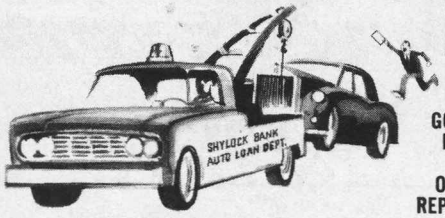
Worth Up To $2.00

GOOD FOR SPECIAL BONUS INTEREST OF **$2.00*** ON YOUR PASSBOOK SAVINGS ACCOUNT

*The special $2.00 bonus applies only to account balances with a minimum of $1,000,000 or more. Smaller balances qualify for proportionately less, but in no case shall your FREE BONUS be less than 2¢ for each $10,000 in your account.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

CLIP THIS COUPON



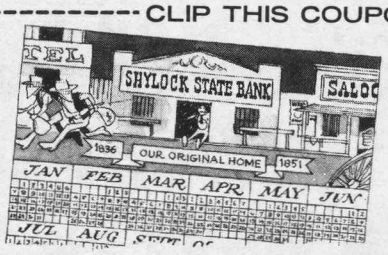
Worth Up To $21,615

GOOD FOR A "FRIEND-IN-NEED" DELAY OF **24 Hours** ON YOUR AUTO LOAN REPOSSESSION DEADLINE

This coupon could enable you to preserve an investment of $21,615 for a whole extra day on a $22,000 Rolls-Royce with only one payment still due. Less savings on cheaper cars, ranging down to the $15 you would owe us for hauling away a 1949 Hudson.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

CLIP THIS COUPON



Worth Up To $34.50

GOOD FOR ONE STRIKINGLY HANDSOME **1973 Calendar** PRESENTED TO YOU ALMOST FREE

With this coupon, you pay only our printing cost of 50¢ to obtain this wall calendar covering all of 1973. Considering that a calendar watch (covering only one month at a time) might cost you up to $35 more than standard models, you save $34.50 by buying your calendar separately.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

THE UNIVERSITY OF PEORIA INVITES YOU TO WIN AN INSTANT Ph.D. DEGREE BY PLAYING

UNDER-GRAD BINGO

UNDER-GRAD BINGO RULES

1. The contest is open to all working adults who quit their jobs to become tuition paying students at the University of Peoria, enrolling in the four math courses needed to understand this Bingo card.
2. As soon as your educational background permits, add up all the vertical and horizontal rows on your **FREE** Under-Grad Bingo Card.
3. Find the cube root of the sum of all rows and multiply by the logarithm of your birth year.
4. If the answer comes out precisely 8.2733, you're a winner!
5. To collect your Instant Ph.D., just submit your winning Under-Grad Bingo Card, together with a dissertation of 200 pages or more on "The Mathematical Improbability of the Logarithm of Any Theoretical Number Multiplied by the Cube Root of the Sum of Ten Randomly Selected Digits Equalling Precisely 8.2733."
6. Once your dissertation is deemed acceptably brilliant by the U. of P. Faculty Board, **YOU GET YOUR PH.D.**

PLAY AS OFTEN AS YOU LIKE!
ASK FOR A NEW FREE UNDER-GRAD BINGO CARD EACH SEMESTER YOU ENROLL

1492	$\sqrt{-10}$	13/16	π	1^{10}
36^2	6.7	$\frac{X+Z}{Y}$	4	± 0
XXVI	.327	39⅝	$\frac{E}{MC^2}$	5,280
98.6	~~IIII~~ II	20/20	.00003	9:45
45/64	2X←8Y	£5	8½	Ø

YOU MAY ALREADY HAVE WON

FREE HOSPITALIZATION FOR LIFE

IN THE MERCY MEDICAL CENTER'S GIANT $1,277,500.00 SWEEPSTAKES DRAWING

MERCY MEDICAL CENTER

XJ372843R

A chance to loll in a hospital bed and be pampered for the rest of your life! Think what that could mean to you in dollars and cents. Even if you only live for another 50 years, spending that time in one of our $70-a-day rooms would cost $1,277,500, not even counting Leap Years! But that fortune in hospital expense may be yours ABSOLUTELY FREE if your lucky number above is the one already drawn in the Mercy Medical Center Giant Sweepstakes. To qualify for your prize, just fill out the attached coupon and mail it in right now!

Count me in! I want to be eligible for the $1,277,500 worth of hospitalization at Mercy Medical Center that I may already have won. I agree to abide by any and all contest rules, even though I don't know what they are.

LEGAL SIGNATURE _____

CITY _____ STREET _____ STATE ____

(TO QUALIFY UNDER RULE 14, CHECK THE BOX OF YOUR CHOICE BELOW)

☐ I agree to have my gall bladder removed immediately.

☐ I agree to have my gall bladder removed next month.

WE'RE NEW IN THE NEIGHBORHOOD!

TAKE ADVANTAGE OF THESE FREE "GET ACQUAINTED" OFFERS DURING OUR GRAND OPENING DAYS

PEEVELY BROTHERS

TOMBSTONE & MONUMENT CO.

OFFICE & SHOWROOM
1347 Last Mile Drive

CHISLING DEPT.
1349 Last Mile Drive

(Conveniently Located Across From Forest Gloom Cemetery)

FREE

This Coupon Good For
Small Pauper-Size
GRANITE GRAVE MARKER

(When you purchase any two large or medium de luxe granite headstones at our regular price.)

FREE

This Coupon Good For
Tombstone or Monument
NAME INSCRIPTION CARVING

(This offer is good only on names without a B, Q, S or W, as our free work is all done by apprentice chiselers who haven't learned to carve the hard letters yet.)

FREE

This Coupon Good For
One Solid Concrete
MAUSOLEUM FOUNDATION

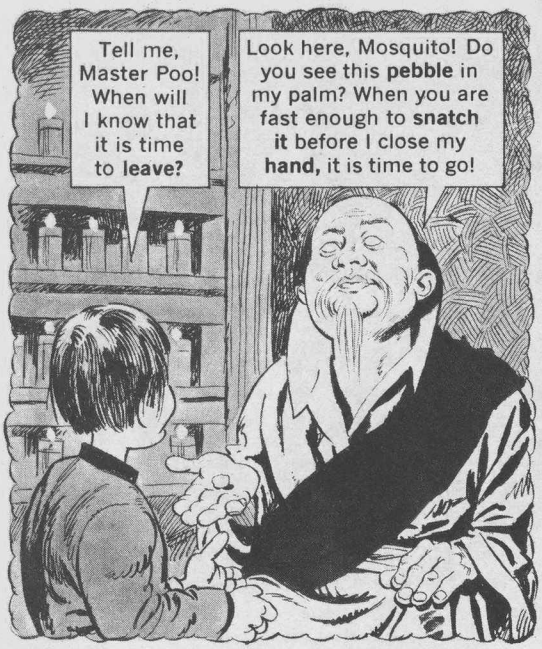
(When purchasing a complete marble and alabaster mausoleum with cast bronze door knocker.)

FREE

This Coupon Good For
Personalized, Shop-To-Plot
MARKER DELIVERY AND PLACEMENT

(Offer applies only to our styrofoam models which can be transported to cemetery by a delivery boy on a bicycle.)

THERE'S A VERY STRANGE SHOW ON TELEVISION THIS SEASON, AND IT BEGINS LIKE THIS . . .



They're always **persecuting** some poor soul in this town! Like a **Black,** or an **Indian,** or a **Chinaman!** What are they beating up **this** guy for?

For **variety!**

He's another **foreigner!** He's from **Lapland!**

Funny! He don't **LOOK** Laplandish!

You'd think the **Sheriff** would **DO** something!

He **IS** doing something! That's him over there . . . throwing **rocks!**

Please, someone . . . get **HELP!**

There are **ten** of us beating you up **NOW!** You want us t'get **MORE?!?**

I only came into town looking for **food** and **water!**

Well . . . in **this** town, we **always** give you a lot **more** than you **ask** for!

I am **deeply shocked** at what I see taking place here!

My God! You **spoke!** You were standing there so **still** and **quiet,** I was just about to tie my **horse** up to you!

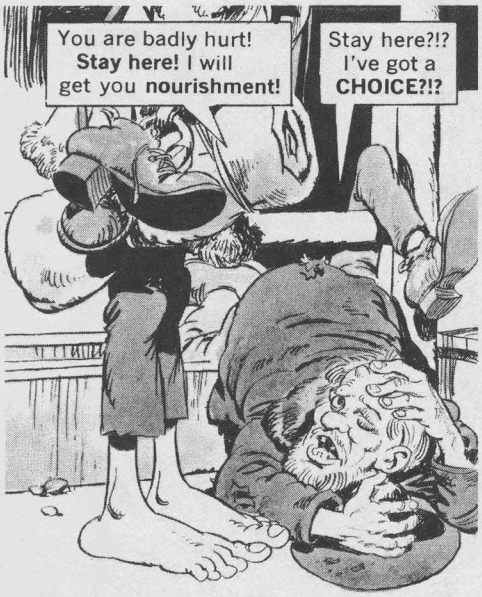
torres

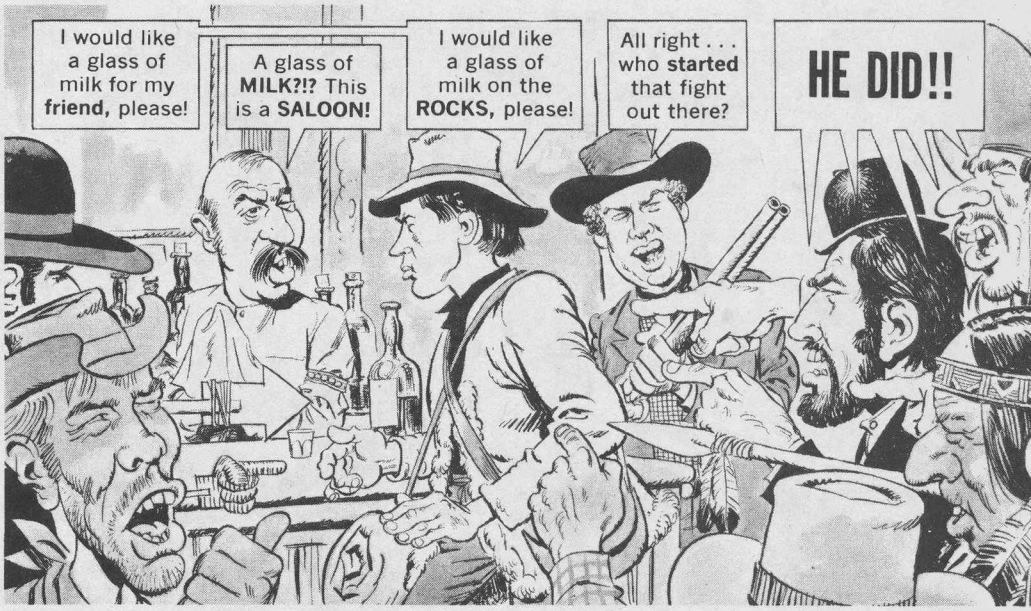
THE REASON THIS SHOW IS STRANGE IS BECAUSE THE LEADING CHARACTER DOES NOT BELIEVE IN KILLING ANY LIVING THING. HE BELIEVES IN TRUST AND THE ULTIMATE GOOD OF MANKIND. HE OFTEN SPEAKS IN PARABLES FROM WHICH WE LEARN. AND HE PREACHES NON-VIOLENCE! IF THAT'S NOT A STRANGE CONCEPT FOR TELEVISION, YOU HAVEN'T SEEN THE OTHER SHOWS COMPETING WITH–

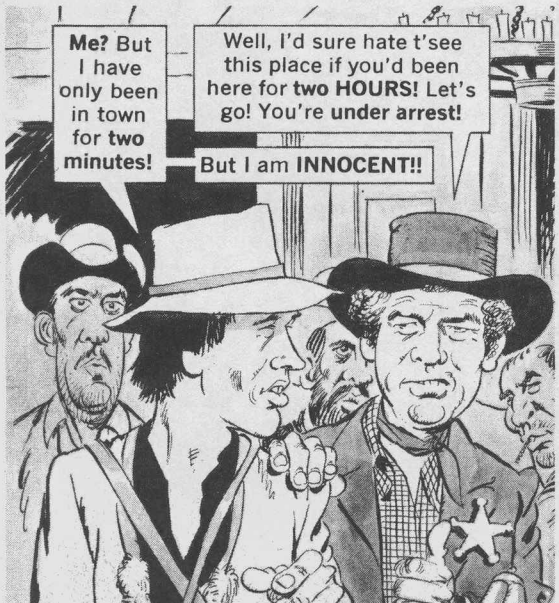
CHOP SHTICK DEPT.

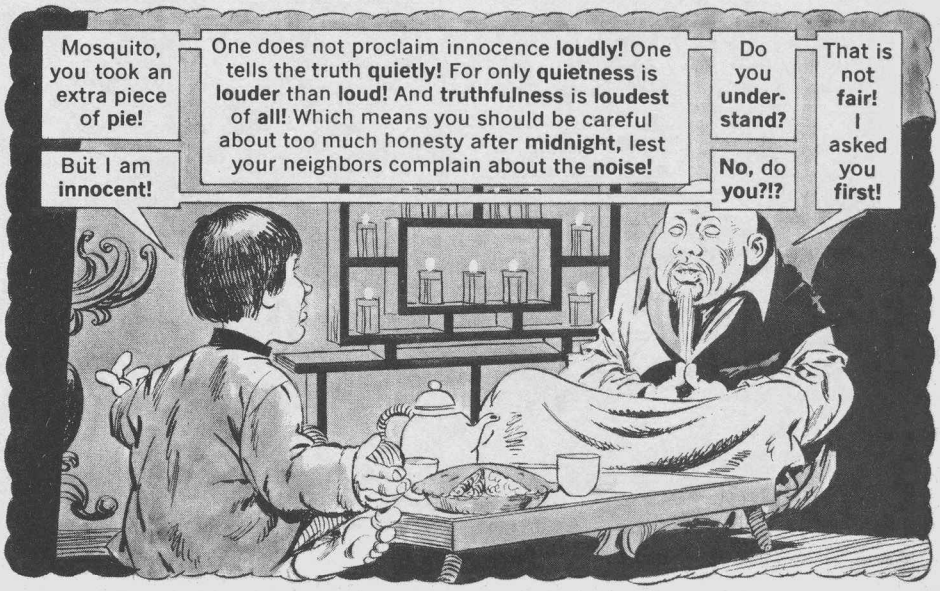
KUNG FOOL

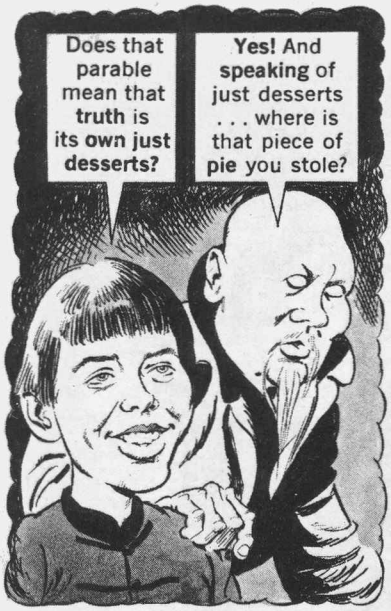
ARTIST: ANGELO TORRES WRITER: DICK DE BARTOLO



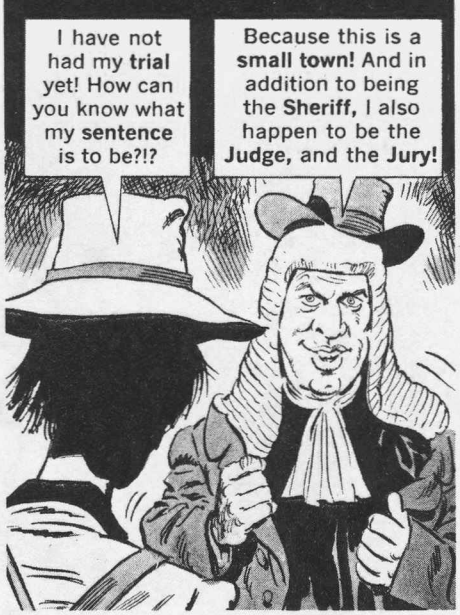


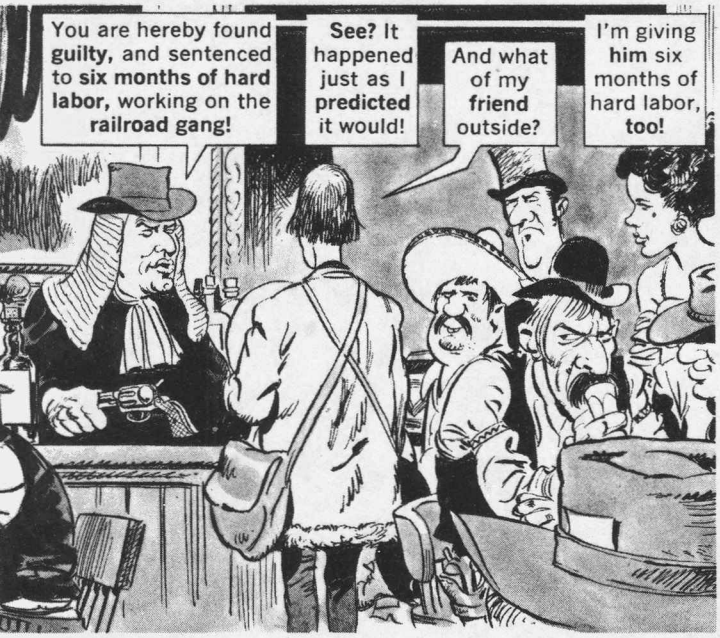





Does that parable mean that truth is its own just desserts?
Yes! And speaking of just desserts . . . where is that piece of pie you stole?

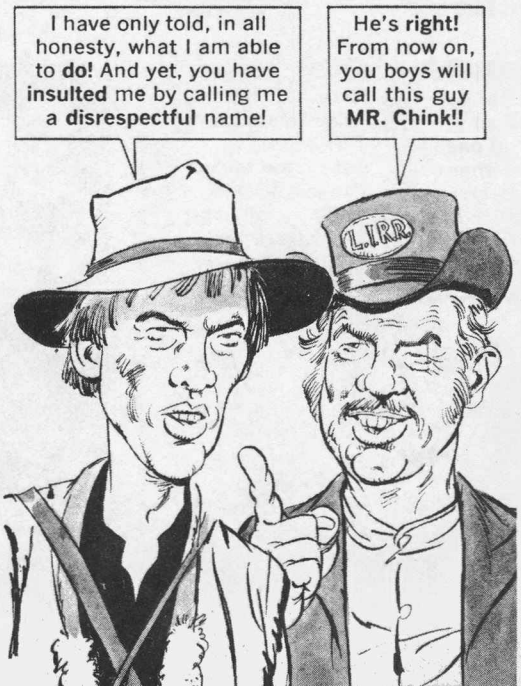
Are you coming, Mister?
Pie . . . ? Who said anything about pie?
But I did not steal a piece of pie!
Pay no heed! It would be too hard to explain! Uh . . . what is going to happen to me now?
You'll get a fair trial . . . and then you'll be sentenced to six months at hard labor, working on the railroad gang!


I have not had my trial yet! How can you know what my sentence is to be?!?
Because this is a small town! And in addition to being the Sheriff, I also happen to be the Judge, and the Jury!


You are hereby found guilty, and sentenced to six months of hard labor, working on the railroad gang!
See? It happened just as I predicted it would!
And what of my friend outside?
I'm giving him six months of hard labor, too!

You . . . you said you'd get me some nourishment! Did . . . did you succeed?
Yes . . . I got you free food, and free drink . . . and even a place to stay!
How can I ever thank you?
I ask for no thanks! However, I feel the Sheriff will want a little something! Say . . . about six months of your time!

All right, you've all been sentenced to six months of hard labor on this railroad gang! Now what're your names, an' what can you do?
My name is Tame! I can chop down trees and hew railroad ties! I can also mine iron ore, smelt it into steel, and make railroad tracks! I can also fashion the molten iron into steam locomotives!
Good! What can the rest of you do?
We can be the passengers on the railroad the Chink builds!

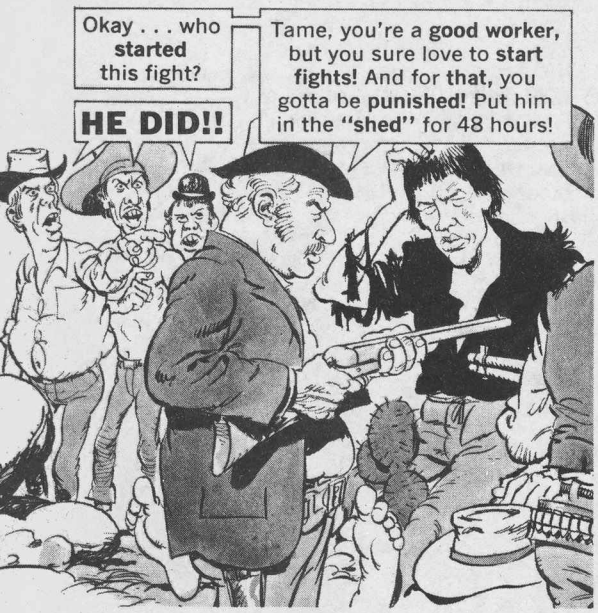

I have only told, in all honesty, what I am able to do! And yet, you have insulted me by calling me a disrespectful name!
He's right! From now on, you boys will call this guy MR. Chink!!
L.I.R.R.

Okay! Before you begin to work, we give you a **healthy breakfast . . .**
Y-you call **this** a "healthy breakfast"?! A cup of **hot water,** a piece of **stale bread,** and a strip of **bacon** covered with—*ulp*—**maggots!?**
Yum-yum! I never expected anything like **THIS!** I had heard that railroad food was **TERRIBLE!**
Tame, you're not like any man I've ever met! You **never complain** about anything, and you stay off by **yourself** all the time! Don't you ever get **lonely?**
Is a **tree** lonely? Does a **flower** crave companionship? Does a **butterfly** need a night out, bowling with the boys? No!
And mainly, I am never in one town **long enough** to **MAKE OUT** with anybody!
Okay! Breakfast is over! Now . . . here's your schedule! You'll work **six straight hours** until your 10-minute **Lunch** break! Then, you'll work **nine straight hours** until your 10-minute **Dinner** break! Then, you'll work **five more hours,** get a full **four hours sleep,** and start all over!
Hey! We won't **stand** for that!
It's—it's **inhuman!**
Cruel!!
Why aren't **you** complaining?!?
A little **vacation** never hurt **anyone!**
I see that you men are all set to go to **work,** so I will move out of your **way . . .**
That'd **spoil everything! You're** the one we want to go to **work** on! **We'll** teach you to do **more** work than the **rest of us put together,** and make us look **bad . . .**
Master . . . how can one **defend** one's self when there are a **GROUP** of adversaries?
Here, Mosquito! Take this **stick** . . . and the **rest** of you **each** take a stick! Now . . . all of you, **attack me!**
SOCK
CRACK
CRUNCH
WHACK!
That is how!
That is **correct!** Not only did you **assault** me, but you assaulted me with **weapons!** And even though you far **outnumbered** me, you did not **care!** But . . . notice now how your **consciences** are beginning to **bother** you! Boy, I'd **hate** to be in **YOUR sandals** now!
But, **Master!** We have **beaten** you!
You are **right,** Master! I will never forget this **terrible, awful feeling!**

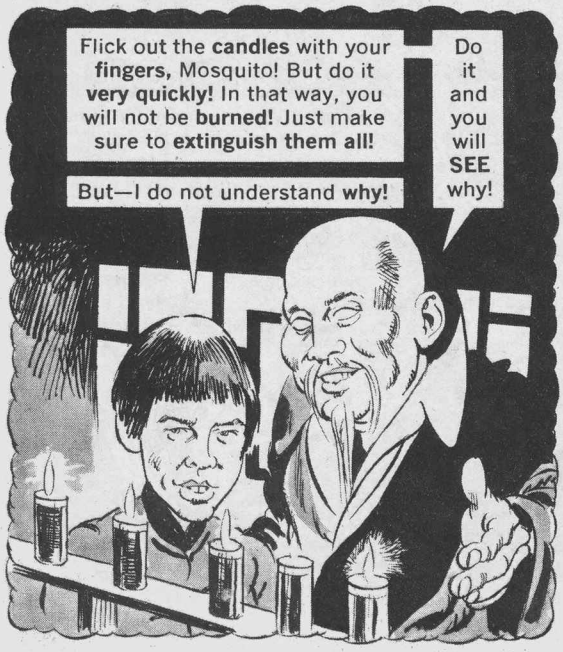
Go ahead . . . attack me!!

CRACK
SOCK
WHACK
CRUNCH

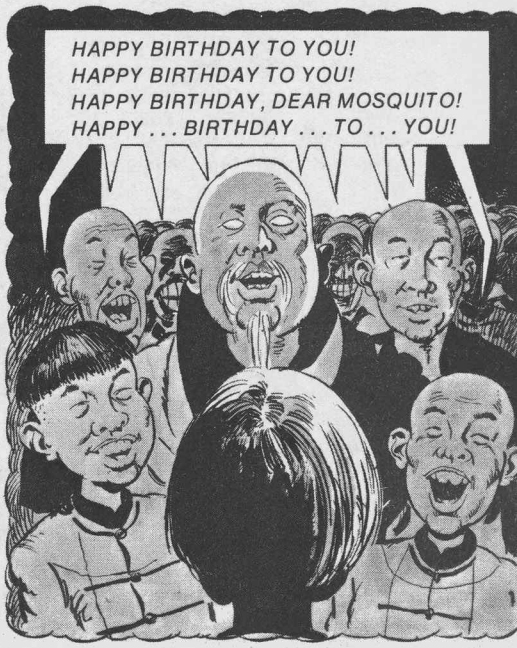
Not only did you **assault** me, but you assaulted me with **weapons!** And even though you far **outnumbered** me, you did not **care!** How do you feel about that **now?**
I feel **GREAT!**
Yeah, **great!**
Me, too!
Somehow, I think that parable **lost something** in the **translation!**

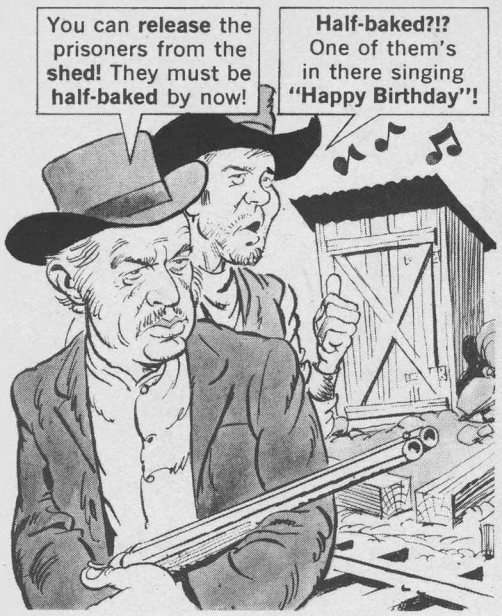

Okay . . . who **started** this fight?
HE DID!!
Tame, you're a **good worker,** but you sure love to **start fights!** And for **that,** you gotta be **punished!** Put him in the **"shed"** for 48 hours!

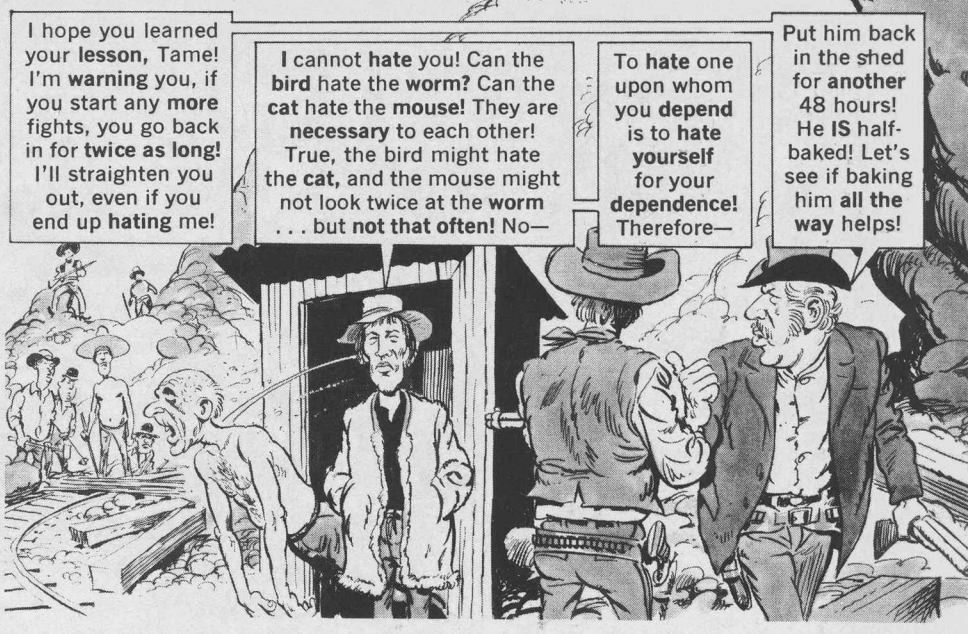
I don't know what **YOU** did, but I don't **deserve** this unbearable torture! This shed is made of **metal,** and with the **sun** beating down on it, it's over **150 degrees** in here!
I CAN'T STAND IT ANY LONGER! SOMEBODY OUT THERE, HELP US!!
Hey, don't you feel **anything at all?**
Well, I **did** feel a slight **draft** on my back, but I **overcame it** with my **mind!** Here, my friend! Would you like to wear my **jacket?**
H-how do you **do** it?!?

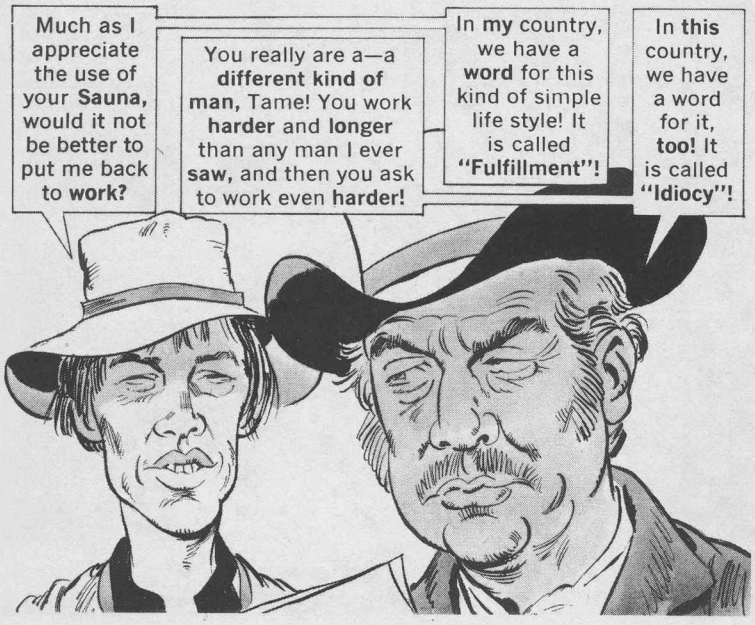

Flick out the **candles** with your **fingers,** Mosquito! But do it **very quickly!** In that way, you will not be **burned!** Just make sure to **extinguish them all!**
But—I do not understand **why!**
Do it and you will **SEE** why!

There! The candles are **all out . . .**

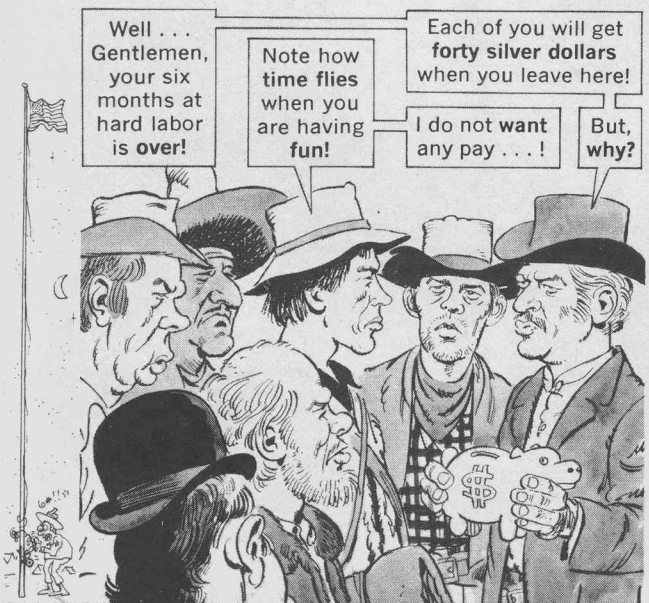

HAPPY BIRTHDAY TO YOU!
HAPPY BIRTHDAY TO YOU!
HAPPY BIRTHDAY, DEAR MOSQUITO!
HAPPY . . . BIRTHDAY . . . TO . . . YOU!

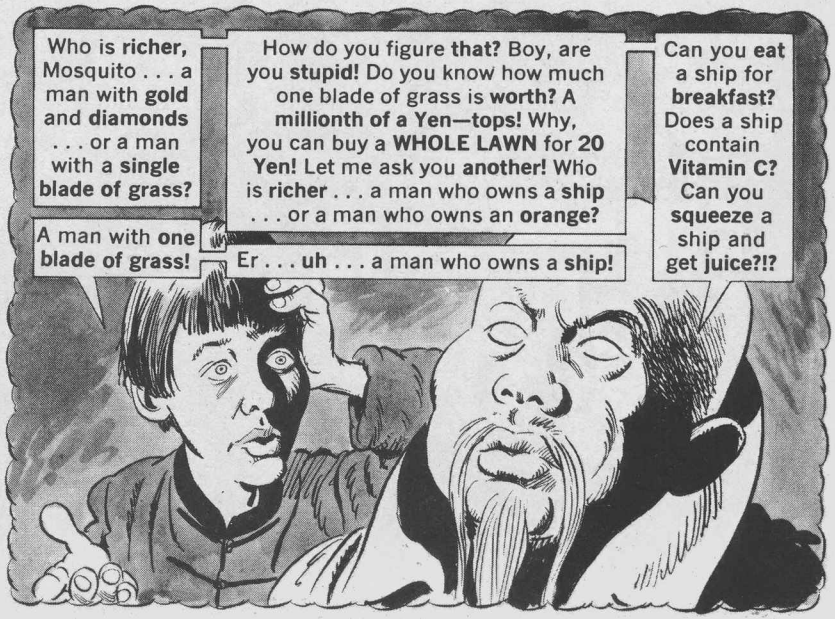

You can **release** the prisoners from the **shed!** They must be **half-baked** by now!
Half-baked?!? One of them's in there singing **"Happy Birthday"!**

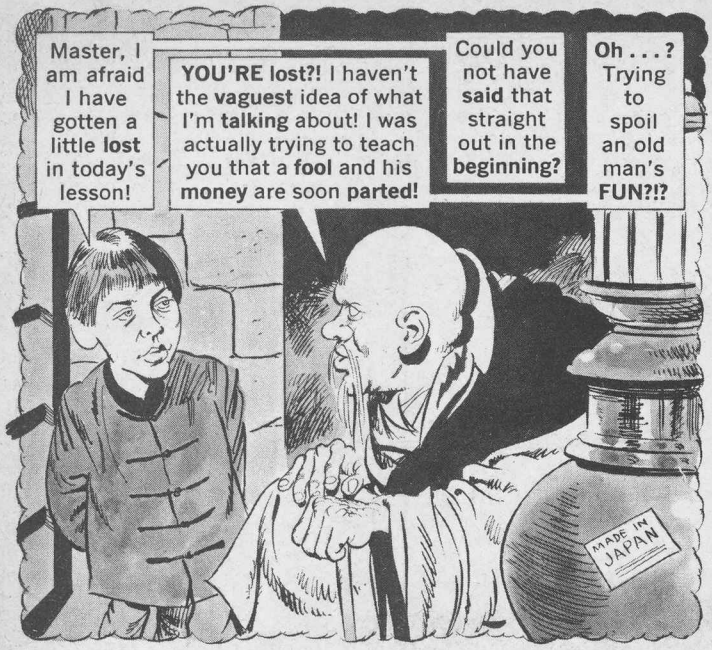

I hope you learned your **lesson,** Tame! I'm **warning** you, if you start any **more** fights, you go back in for **twice as long!** I'll straighten you out, even if you end up **hating** me!
I cannot **hate** you! Can the **bird** hate the **worm?** Can the **cat** hate the **mouse!** They are **necessary** to each other! True, the bird might hate the **cat,** and the mouse might not look twice at the **worm** . . . but **not that often!** No—
To **hate** one upon whom you **depend** is to **hate yourself** for your **dependence!** Therefore—
Put him back in the shed for **another** 48 hours! He **IS** half-baked! Let's see if baking him **all the way** helps!

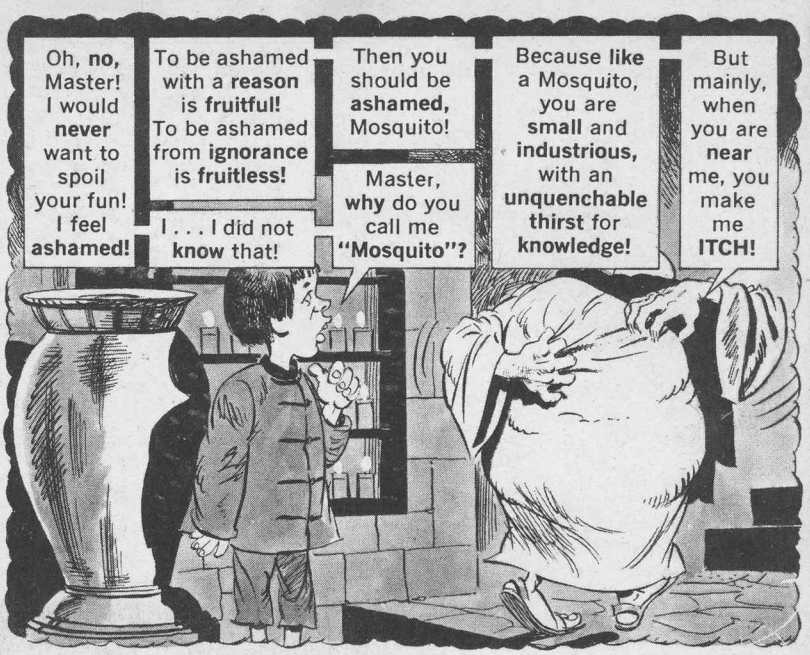

Much as I appreciate the use of your **Sauna,** would it not be better to put me back to **work?**
You really are a—a **different kind of man,** Tame! You work **harder** and **longer** than any man I ever **saw,** and then you ask to work even **harder!**
In **my** country, we have a **word** for this kind of simple life style! It is called **"Fulfillment"!**
In **this** country, we have a word for it, **too!** It is called **"Idiocy"!**

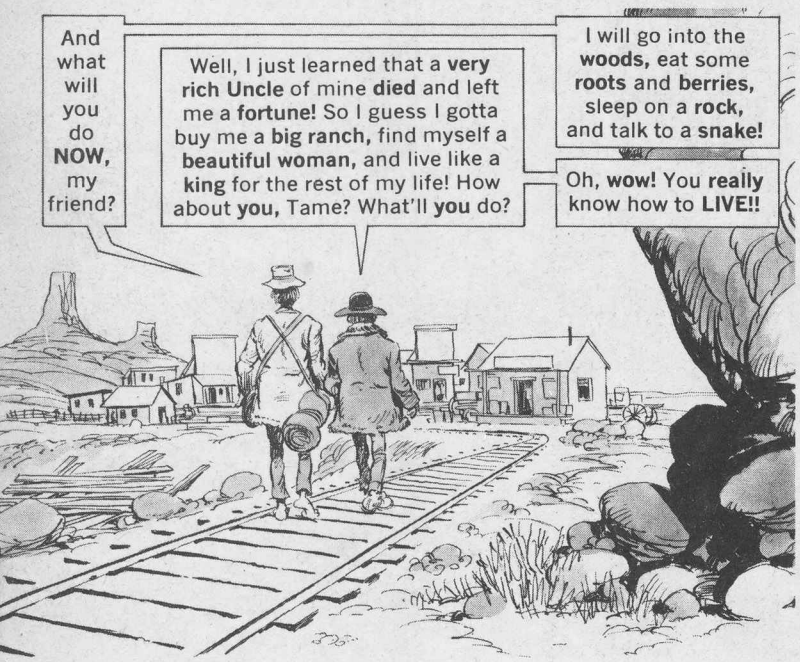
TIMBER!!
Tame, **how** did you make that tree fall? You don't even have an **axe!**
The secret lies in **knowing** in your **mind** that you can actually **WILL** the tree to fall . . .
. . . and also, you must pick a tree that the **BEAVERS** have been gnawing upon!
CRASH!


Well . . . Gentlemen, your six months at hard labor is **over!**
Note how **time flies** when you are having **fun!**
Each of you will get **forty silver dollars** when you leave here!
I do not **want** any pay . . . !
But, **why?**


Who is **richer,** Mosquito . . . a man with **gold** and **diamonds** . . . or a man with a **single blade of grass?**
How do you figure **that?** Boy, are you **stupid!** Do you know how much one blade of grass is **worth?** A **millionth of a Yen—tops!** Why, you can buy a **WHOLE LAWN** for **20 Yen!** Let me ask you **another!** Who is **richer** . . . a man who owns a **ship** . . . or a man who owns an **orange?**
A man with **one blade of grass!**
Er . . . **uh** . . . a man who owns a **ship!**
Can you **eat** a ship for **breakfast?** Does a ship contain **Vitamin C?** Can you **squeeze** a ship and get **juice?!?**


Master, I am afraid I have gotten a little lost in today's lesson!
YOU'RE lost?! I haven't the vaguest idea of what I'm talking about! I was actually trying to teach you that a fool and his money are soon parted!
Could you not have said that straight out in the beginning?
Oh . . . ? Trying to spoil an old man's FUN?!?
MADE IN JAPAN


Oh, no, Master! I would never want to spoil your fun! I feel ashamed!
To be ashamed with a reason is fruitful! To be ashamed from ignorance is fruitless!
I . . . I did not know that!
Then you should be ashamed, Mosquito!
Master, why do you call me "Mosquito"?
Because like a Mosquito, you are small and industrious, with an unquenchable thirst for knowledge!
But mainly, when you are near me, you make me ITCH!


And what will you do NOW, my friend?
Well, I just learned that a very rich Uncle of mine died and left me a fortune! So I guess I gotta buy me a big ranch, find myself a beautiful woman, and live like a king for the rest of my life! How about you, Tame? What'll you do?
I will go into the woods, eat some roots and berries, sleep on a rock, and talk to a snake!
Oh, wow! You really know how to LIVE!!

Oh-oh! Look at that! The whole town's out there! They've come to persecute me again!
Do not worry! I will help you!
Please, Tame! I don't want your help! I don't need another six months at hard labor!

How can you seek to injure one of God's creatures!? Have you no love for your fellow man?!
Love?!? That man with you is responsible for foreclosing on the mortgage of the County Orphanage!!
Yeah! And he's the one who's been stealing the money from the Collection Box in the Church!
Yeah! And he's our Daddy, and he hasn't bought us any clothes for years!
Yeah! And he's the one who set fire to the Town Hospital!
And poisoned the Town Well!
And blew up the Court House!

It has been written . . . "Love thy fellow man, and you will know of his true goodness!"
Unfortunately, it was written about "fellow men" in CHINA, centuries ago! Somehow, it loses something when applied to AMERICANS!!
WHACK

WHAT IS THE WORST FORM OF CAPITAL PUNISHMENT?

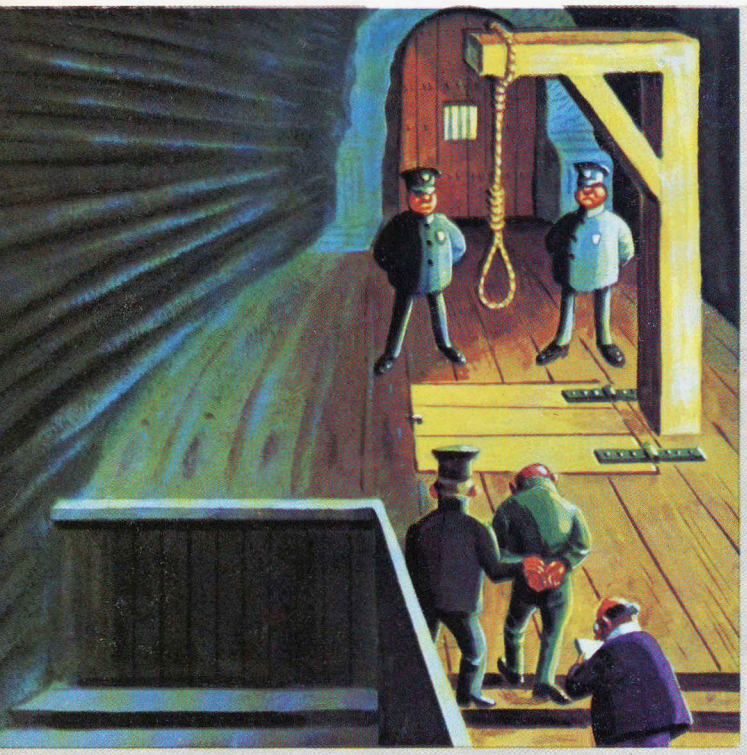
HERE WE GO WITH ANOTHER RIDICULOUS

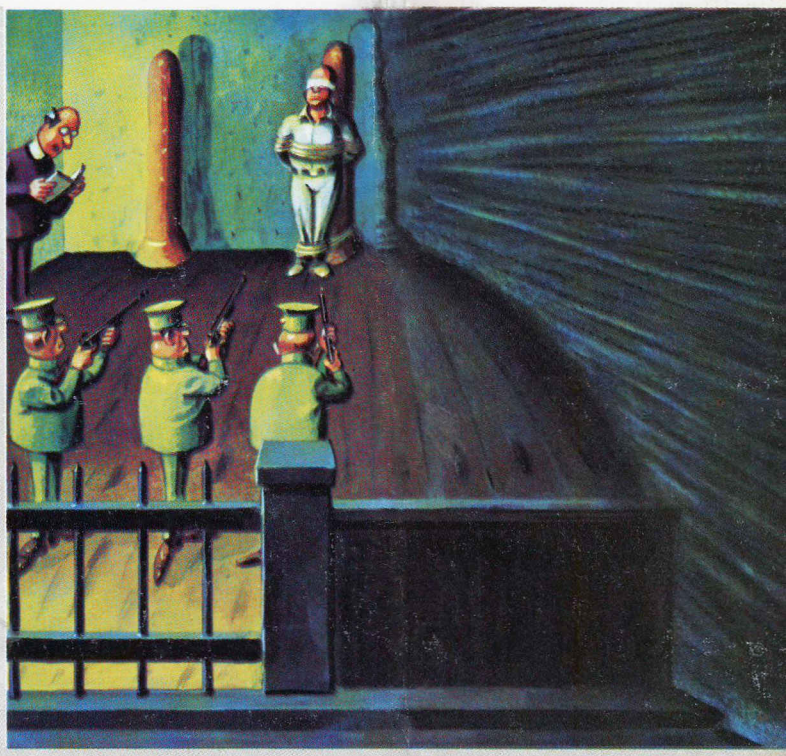
MAD FOLD-IN

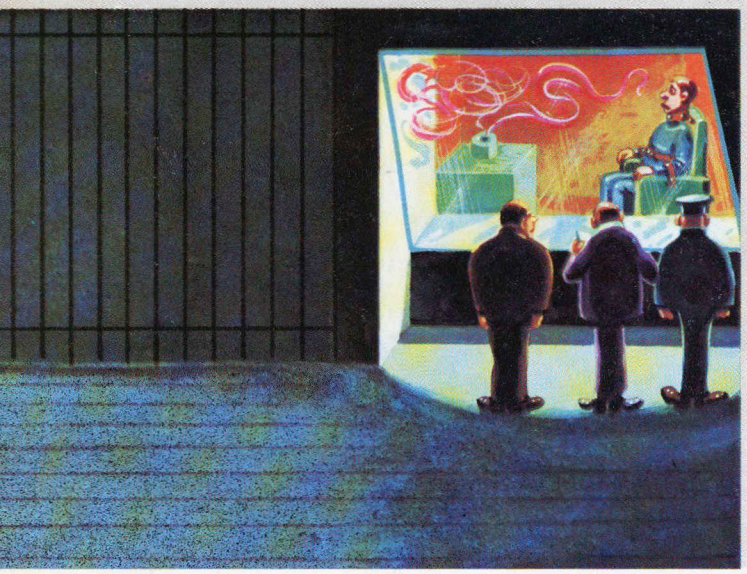
Every day, it seems, someone wants to bring back some horrible form of Capital Punishment! But there is one form of Capital Punishment which is more horrible than all the rest. And everyone... regardless of criminal status... must eventually suffer it. To find out what it is, fold page in.

FOLD PAGE OVER LIKE THIS!

A▶ FOLD THIS SECTION OVER LEFT ◀B FOLD BACK SO "A" MEETS "B"





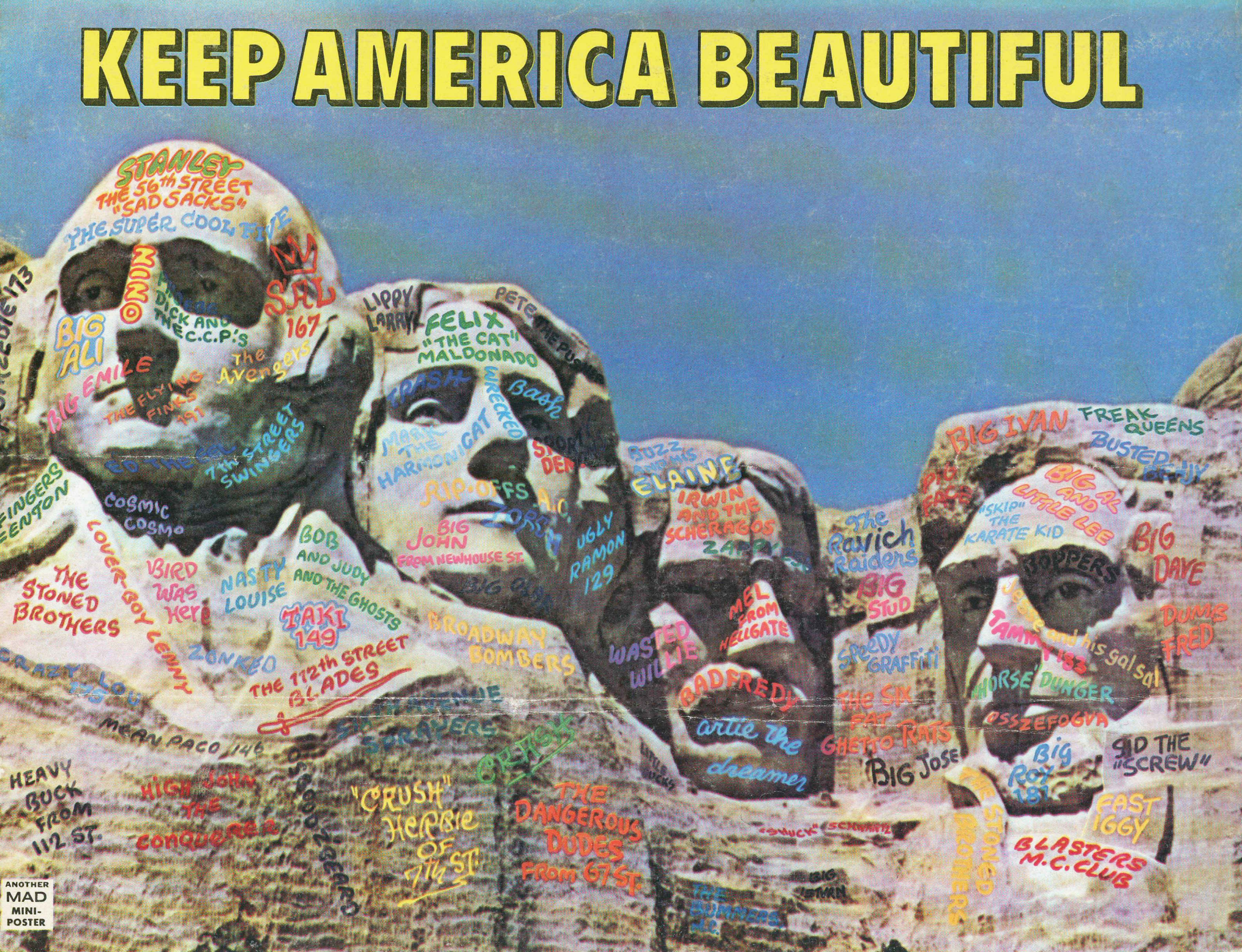


NO ONE IN THE WORLD...REGARDLESS OF POLITICAL VIEWS ...CAN ESCAPE ONE FORM OF CAPITAL PUNISHMENT. FROM WAY-OUT LEFTISTS, SCREAMING—TO REACTIONARIES, GUSHING— TODAY, WE MUST ALL SUFFER THIS TERRIBLE MALEDICTION

ARTIST & WRITER: AL JAFFEE

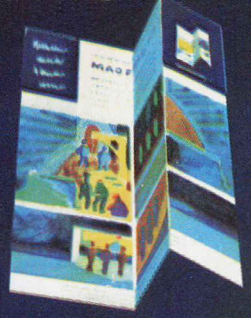
A▶ ◀B

KEEP AMERICA BEAUTIFUL



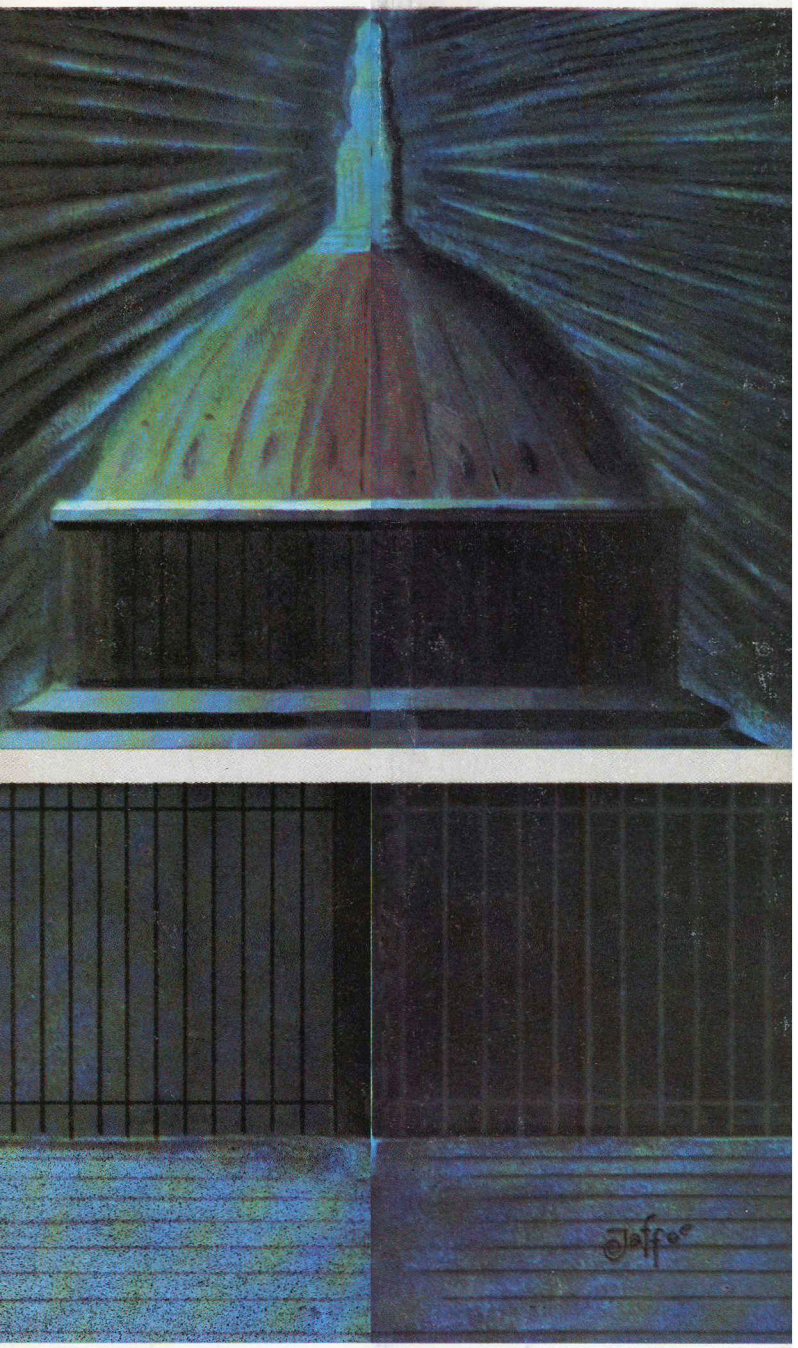
ANOTHER MAD MINI-POSTER

WHAT IS THE WORST FORM OF CAPITAL PUNISHMENT?



FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

NEWS FROM WASHING— TON

A▶◀B